

the health advisor

DOH Mission:

To promote & protect the health & safety of all people in Florida.

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Office of Performance Improvement

Transit Advertising Campaign Increases Awareness of Safe Haven for Newborns Program

The Florida Safe Haven Law was enacted in 2000 in response to an increasing number of newborn infants left to die in dumpsters, garbage cans, ditches, along lakes, canals and other hazardous

places. The demographics of persons who choose infant abandonment as the means to deal with being a new and unprepared parent may include any age, race or financial status, but a common characteristic is fear and isolation surrounding the birth. The Safe Haven Law allows mothers, fathers or whoever is in possession of an unharmed newborn, approximately three days old or less, to leave them at any hospital emergency room, staffed fire rescue station, or staffed emergency medical service station, with no questions asked, free from fear of prosecution. It provides an option to a person who is scared and isolated and may react before accessing a safe and legal option for their infant. The Safe Haven for Newborn Program strives to educate the general public about this alternative so parents experiencing a crisis will have the needed information to anonymously leave their infant in safety.

Much of the success of this program depends on creating awareness of the Safe Haven Law. The Department has worked with the Safe Haven for Newborns and Healthy Start Coalitions statewide to focus community attention on this issue. In March, the Infant, Maternal, and Reproductive Health unit, in conjunction with the Office of Performance Improvement Marketing team will launch a Safe Haven for Newborns outdoor advertising campaign. Campaign messages will be displayed on bus shelter and bus transit signs (posted on the outside of the bus). The messages will promote the Safe Haven locations and encourage pregnant women to call the 24-hour multilingual helpline at 1-877-767-BABY (2229). The campaign will run in counties with the highest incidence of abandonment: Brevard, Broward, Miami-Dade, Orange, and Palm Beach.

For more information about the Safe Haven for Newborns program please visit www.asafehavenfornewborns.com. ■



Kids in Back

The Citrus County Health Department combined efforts with public and private schools in the county to promote the message that kids need to ride in the back seat of a vehicle. According to Sue Littnan, Child Passenger Safety Instructor, "The best way to protect children from crash-related and air bag injuries is to properly restrain children ages 13 and under in the back seat," she said. "Even without an air bag in the car, children are safer in the back seat. In fact, you can reduce the risk of serious injury or death to children by up to 34 percent simply by placing them in the back seat."

The health department Child Passenger Safety program provides car seat check-up events at many locations including school sites. At school site check-up events, car seat safety technicians noted that many kids arrive at school riding in the front seat and also hop in the front seat of the car when they are picked up after school.

To provide education for families on transporting children safely in the back seat of a vehicle, the health department obtained 15,000 "Kids in Back" flyers from the National Safety Council. These flyers were distributed by schools to children in Pre-K through fifth grade. Posters promoting the "Kids in Back" message also were placed in each school. Furthermore, during dismissal time at elementary schools, monitors will now open the back door of a vehicle to ensure kids get in the back seat. This project is one more step toward safely transporting Citrus county children.

For more information please contact Sue Littnan at 352-726-1731 x242. ■



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Orange County Health Department's Students Working Against Tobacco (SWAT) Program Launches Public Service Campaign

Tobacco-related disease and death remain one of the major prevention priorities in public health. Tobacco use is the single-most preventable cause of death and disease in our society. Most people begin using tobacco in early adolescence, typically by age 16, and almost all first use occurs before high-school graduation. "Big Tobacco" companies continue to spend billions of dollars marketing tobacco products to youth and ethnic minority groups. Under the leadership of Orange County Health Department's Office of Minority Health, the Orange County SWAT program was awarded funding from the National Foundation for Centers for Disease Control and Prevention Inc. The SWAT program used the funding to focus on preventing smoking among urban youth.

Through a partnership with the NBA's Orlando Magic basketball team, Orange County SWAT premiered its new urban youth anti-tobacco public service announcement (PSA) during the 2006-2007 Magic season opener. With the production help of Orange TV, Orange County SWAT created "Smoking Stinks," a 60 second PSA. In the video, youth actors emphasize the dangers of secondhand smoke and try to steer their peers away from smoking. SWAT was recognized during the pre-game and half-time show. The new PSA also aired on the Jumbotron screen. More than 300 supporters and SWAT members from Orange, Seminole, and Osceola counties attended the game together among thousands of spectators in the crowd. Advocates from Keep Kids Smoke Free, a group promoting the passage of Amendment 4, also attended to show their support. A few days after the basketball game, the constitutional amendment was passed to protect Floridians, especially youth, from addiction, disease, and other tobacco-associated health hazards.

The program is coordinated by Venise Jackson and includes two staff members, Manuela Cangar and Andrea Honor. Orange County SWAT has over 150 middle and high-school members from Orange and Seminole counties, as well as involvement from community partners and volunteers. For more information or to receive a DVD copy of the PSA, contact Orange County Health Department's Office of Minority Health at (407) 858-1485. ■



Under the leadership of Orange County Health Department's Office of Minority Health, the Orange County SWAT program was awarded funding from the National Foundation for Centers for Disease Control and Prevention Inc.

Orange County Health Department Officials Present Seminar on Intimate Partner Violence Among Adolescents

Dr. Kevin M. Sherin, Orange County Health Department director, and Dr. John C. Nelson, former president of the American Medical Association, recently presented a Web-based seminar on the Telltale Signs of Intimate Partner Violence among Adolescents: Screening, Reporting, and Creating an Exit Plan. Intimate partner violence is a serious public health issue affecting 32 million Americans.

In order to provide further education on this topic and to reinforce the importance of addressing it in physicians' offices, Dr. Sherin discussed the prevalence of adolescent sexual violence, screening tools that are available, overcoming barriers to screening, and available resources for healthcare providers. Dr. Nelson discussed the importance of looking at a patient's medical history, being aware of telltale signs of violence, creating an exit plan with the patient, and reporting requirements.

This Web-based seminar was provided by Medscape on October 30, 2006, in collaboration with the American College of Preventive Medicine. Both Drs. Sherin and Nelson are fellows of this national professional society.

The seminar can be viewed online at www.medscape.com. Click on "Public Health & Prevention" and then go to CME to locate the seminar. If you are not a registered member, you will have to register for this free seminar. Copies of the PowerPoint slides used in this presentation may be obtained by contacting Dr. Sherin via e-mail at Kevin_Sherin@doh.state.fl.us or by phone at (407) 858-1400. ■



Sarasota County Health Department's Women's Care Center Recognized Nationally

Sarasota County Health Department's Women's Care Center has been selected as a "Promising Practice" by the National Association of County and City Health Officials (NACCHO). The employment of full-time physicians sets Sarasota County Health Department apart, which is a practice not seen in other counties throughout the state.

The Women's Care Center has four dedicated doctors, all board certified; two nurse practitioners and a team of nurses, all who are trained to follow women throughout their pregnancies. Many of these women who visit the center are considered high risk, meaning their babies could be born too small, too soon, or there could be problems during pregnancy. The other ob-gyn health services they provide are physicals, pap smears, and breast- and cervical-cancer screenings. The team sees more than 400 active patients at any given time who all receive the highest quality care from the same team of doctors at each visit. The Women's Care Center team performs more than 70 deliveries each month at Sarasota Memorial Hospital, accounting for approximately one-quarter of all the deliveries in the county.

This distinction from NACCHO showcases how innovative the Sarasota County Health Department is, as well as its response to the needs of the community and the high quality of care received by the patients. For more information about this program, contact Patricia Egan at (941) 861-2900 or visit www.sarasotahealth.org for all the services offered at Sarasota County Health Department. ■

Donations Provide Needy Families Healthy Meals

Hundreds of families throughout Volusia County needed assistance just to keep food on the table this past holiday season. To help, the Volusia County Health Department teamed up with NASCAR in asking the community to help through its annual Food Caravan.

"Employees at the Health Department worked to collect as many items as they could and local businesses were encouraged to get involved as well," said Stefany Strong, public information officer for the health department. "They helped the community by holding their own food drives and collecting items."

Once all the donations were collected, they were delivered to the Second Harvest Food Bank in Daytona Beach.

To bring more excitement and attention to its cause, the Health Department also teamed up with NASCAR.

"There was a caravan of all the participating businesses and organizations that delivered the food to Second Harvest. Leading the way was NASCAR Truck Series driver and Daytona Beach resident Mike Skinner," Strong said. "This helped draw attention to the event and encouraged more local businesses to get involved."

Vernice Martin, assistant manager of the food bank said she knows there is a need for this food drive because she has seen an increase in families looking for assistance. "We receive a larger volume of calls for food assistance during the holidays," she said. "Times are tough, and people are finding it more and more difficult to feed their families."

Strong said in addition to collecting donations, this food drive focused on providing healthy-balanced meals for those in need.

"When a person or family is in need, eating healthy is not always in the forefront of their minds," she said. "The Health Department's food drive is unique in that it spotlights healthy foods and eating habits."

Overall, the food drive collected more than 11,000 pounds of food which would provide 7,000 meals for needy families.

For more information contact Marie Price at (386) 274-0838. ■



Pictured from left to right: Santa, Scott Morrison, Atley Williams, Chuck Luther, NASCAR Craftsman Truck Series Driver Mike Skinner (black shirt), Jennie Bishop, Patricia Simpson, (bottom) Leroy Robinson, and VCHD Public Information Officer Stefany Strong

SEMINOLE COUNTY HEALTH DEPARTMENT NEWS

New Vaccination Record

On Thursday, November 9 the Seminole County Health Department, in conjunction with CentraCare and Get Healthy Florida, set a world record for most shots given in one day. At this event 3,271 flu shots were provided to adults and children.

Mike Napier, Seminole County Health Department Administrator stated, "With the flu already here in Seminole County, it is important that everyone gets their flu shot, so we made it quick and easy!"

Volunteers from the Seminole County Health Department, Seminole Community Volunteer Program, and Florida Hospital kept recipients moving quickly through the vaccination lines. No one had to wait more than 15 minutes for their shot. This year there were two tents, one for adults and the other for families with small children, which kept everything moving efficiently.

For more information please contact Denise Ward at (407) 665-3384.

2006 TB Refugee Program of the Year and SafeKids Water Safety Award Winner

The Seminole County Health Department was awarded top honors as the 2006 TB Refugee Program of the Year at the annual awards ceremony on November 1. Also, the Health Education office won the SafeKids Water Safety Award at the Annual SafeKids Awards Breakfast on December 6. The award was given to Denise Ward for a drowning prevention campaign carried out in May and June of 2006.

The Seminole County Health Department partnered with the Orange County Health Department, SafeKids Seminole County, SafeKids Orange County, and Radio Disney to develop a comprehensive drowning campaign. The program filled the SafeKids Water Safety classes in Seminole County for the remainder of the year. Local television station, SGTV also produced a segment on water safety that aired during the month of July.

For further information, please contact Denise Ward at (407) 665-3384.

New Chronic Disease Resource: Online Provider Education Modules

Free CME/CEs designed for professionals with limited "down" time!

The Florida Department of Health, Bureau of Chronic Disease Prevention and Health Promotion is pleased to announce the availability of the Chronic Disease Resources Online Provider Education Modules. These modules offer convenient continuing-education opportunities for healthcare professionals. Course curricula address topics vital to the prevention, treatment and control of cancer, diabetes, heart disease and stroke, and obesity.

Here's how it works: any physician, nurse or dietitian in Florida can log on to www.onlinece.net, click on "DOH Courses" (under continuing education courses), and access the online registration. Once you have registered, you can complete each module as time permits. Each module is presented by a recognized authority in the field. To receive a continuing-education credit, participants must complete a pre-test and then take the 50-to 60-minute

module, which involves reading slides while listening to recorded audio presentations. Participants must then achieve at least 75 percent on the post-test and submit an evaluation. Participants then may immediately download their own certificate of completion.

This program is offered at no charge while funding lasts. When funding ends, CME/CEs will be available at a nominal fee. Modules may be accessed at no charge for those not seeking CME/CEs. Non-Florida providers who want CME/CEs will be charged a nominal fee per CME/CE hour.

This activity is sponsored by the Florida Department of Health in collaboration with St. Petersburg College. For more information, please refer to the program Web site at www.onlinece.net. ■

Amy Cober is Welcomed as the New DOH Assistant Director for the Office of Minority Health

Former Secretary of Health M. Rony François, M.D., M.S.P.H., Ph.D., welcomes Amy Cober, R.D., L.D., M.P.H., to the Florida Department of Health (DOH) as the new Assistant Director of the Office of Minority Health (OMH).

“As the former Nutrition Program Director for Highlands County Health Department, Amy has extensive knowledge and management experience in not only nutrition and WIC, but also our health department system,” said Dr. François. “We are pleased to have her assisting with the leadership of the Department’s Office of Minority Health.”

Cober will work to help reduce health disparities among minorities throughout the state of Florida. Cober will be responsible for the management of OMH staff, budgets, and procedures. She will coordinate the development of defined core initiatives for OMH and serve as the primary strategic liaison with department and community partners. She is also currently serving as Acting Director for the Office of Minority Health.

“The Office of Minority Health is well positioned to provide the leadership necessary to improve minority health and reduce health disparities in Florida,” said Cober. “I am honored to be an integral part of the team and will work diligently as we move toward health equality and health equity for all Floridians.”

Cober, who is a licensed and registered dietitian, previously worked with DOH as a public health nutrition consultant before accepting the position of OMH Assistant Director. She has been a grantee of the DOH Reducing Racial

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and Ethnic Health Disparities: Closing the Gap Grant in the areas of diabetes and cardiovascular health. Under her management, the cardiovascular health project for minorities garnered national recognition. Cober also has extensive experience working with Hispanic/Latino populations and is conversationally fluent in Spanish.

Cober earned her Bachelors of Science in Nutrition from Case Western Reserve University in Cleveland, Ohio in 1984. She then went on to earn her Master of Public Health in 2005 from the University of South Florida in Tampa. She also has intensive training in pediatric nutrition, maternal nutrition, and collaborative processes.

Throughout her 20-year career in public health, Cober has published numerous articles and made several national presentations on nutrition, minority health, health disparities, and chronic disease topics. She also is committed to several professional organizations, including the American Public Health Association, the Florida Public Health Association, and the March of Dimes. She has long been an advocate for migrant health, having served several statewide migrant organizations over the last decade.

The Office of Minority Health improves the health of racial and ethnic populations through the development of programs that address disparities and health gaps. For more information about minority health visit www.doh.state.fl.us/minority. ■



“A Mother’s Place”

A Dedicated Workplace Site for Nursing Mothers

The Infant, Maternal, and Reproductive Health unit (IMRH) is proud to announce the implementation of a dedicated workplace site for mothers to utilize for expressing milk. This special site has been affectionately titled “A Mother’s Place” and is located within the Bureau of Family and Community Health, Division of Family Health Services office.

The proposal for the site was developed and submitted by IMRH unit employees Brandy M. Jones, M.P.H.; Laura Levine, R.N., B.S.N.; and Marie Melton, R.N., B.S.N. The proposal was fully supported by Betsy Wood, B.S.N., M.P.H., unit Director; Terrye Bradley, M.S.W., Bureau Chief for Family and Community Health; and Annette Phelps, A.R.N.P., M.S.N., Division Director for Family Health Services.

Once approved, there was a collaborative effort between employees from the IMRH unit; the Bureau of Chronic Disease Prevention and Health Promotion; Heather Murphy, B.S.; Gladys Borgess, M.S.; the Bureau of Women, Infants, and Children (WIC); Marsha Pearlman, B.A., I.B.C.L.C.; and Sue Wilson, M.S., R.D., L.D. Together, the team created an appealing environment for breast-feeding moms. The space is decorated with donated materials that include a comfortable chair, table, lamp, and educational literature on breastfeeding and milk storage.

The health benefits associated with breastfeeding are well documented for both mother and child. For newborns, breastfeeding provides protection against Sudden Infant Death Syndrome (SIDS), results in fewer ear infections, and provides

future protection against chronic illnesses such as diabetes, obesity, and cardiovascular disease. Mothers who breastfeed, experience reduced postpartum bleeding and faster healing of the uterus.

By providing a dedicated workplace site for milk expression, the Division of Family Health Services encourages and promotes working mothers to initiate and continue breastfeeding. The site is open to all central office staff on a scheduled basis. In addition, the division is fulfilling its mission—to promote and encourage lifetime health for Florida communities and families, and strives to create an environment that encourages happy, healthy, productive employees. ■

Hats Off to Alice Manley—A Public Health Inspiration

Pediatric Nurse Practitioner Celebrates 50 Years with the Polk County Health Department

“Hats Off to Alice” was the celebration theme for pediatric nurse practitioner Alice Manley of the Polk County Health Department (CHD). On October 26, 2006, Manley was recognized by colleagues, family, and friends for 50 golden years of public health nursing and caring for her community. The day was designated as Alice Manley Day by the governor and the city of Lake Wales.

On November 14, 2006, former Gov. Jeb Bush and the Florida Cabinet presented Manley with a resolution that outlined her 50 years of public health nursing in Polk County. On the previous day, she was recognized by her peers and public health nursing leaders during their semi-annual leadership conference in Orlando. Manley was also recognized with a plaque commemorating her outstanding nursing services by former Secretary M. Rony François and former Deputy Secretary Nancy Humbert.

Manley graduated from Dillard University in New Orleans, Louisiana in 1955 and she began her Polk CHD nursing career on September 4, 1956. Manley was the first African-American school nurse at the CHD. In 1973, Manley received her Pediatric Advanced Registered Nurse Practitioner (ARNP) certification and became the county health department’s first African-American ARNP. She developed and initiated Polk CHD’s first Pediatric Assessment Course for nurses in 1975. Manley provided coaching and mentoring for the nurses in the course.

Manley is an active member of the Lakeland Alumnae Chapter of Delta Sigma Theta sorority service organization. Alice has served as a champion for addressing

health disparities in the black community through her sorority, affiliations with her church, and other community partners. Some of her activities include voter registration drives and HIV/AIDS counseling and education. As an American Red Cross volunteer she provides monthly blood-pressure screening, counseling, and referrals at a local black community center in Lake Wales. Manley also worked as a “Care Center” volunteer and established the Teen Pregnancy Prevention Program in her area.

Even in her off hours Manley is the consummate “nurse on-call.” She visits co-workers and friends who are hospitalized and responds to calls from concerned citizens.

Alice Manley is a role model for public health and nursing. Her keen awareness and advocacy for health disparities in the black community are shown in the many activities and programs in which she initiated and continues to play a key role. Manley truly exhibits the core functions of public health—assessment, policy development, and assurance through her nursing practice at the Polk CHD and in her community work. She has also influenced many young women in their career choices, with at least 10 becoming nurses.

If you are interested in her future plans, Manley does not intend to slow down. She says she still has unfinished business to complete and nursing care to give. Congratulations, Alice! Hats off to you! ■



50 Years!

People in Public Health

FLORIDA DEPARTMENT OF HEALTH ANNOUNCES NEW DIRECTOR OF BAY COUNTY HEALTH DEPARTMENT

Florida Deputy State Health Officer Bonita Sorensen, M.D., M.B.A., announced the selection of R. Jason Newsom, M.D., M.P.H. as the new director of the Bay County Health Department.

"I am happy to announce the selection of Jason Newsom to this position," said Dr. Sorensen. "His medical expertise and desire for involvement in public health will be an asset to the Bay County Health Department."

Newsom received his medical degree from the University of Miami in 1996. As a physician in the United States Army, he completed his residency and board certification in Preventative Medicine at Madigan Medical Center in Tacoma, Washington. He also received his Masters in Public Health from the University of Washington in 2002. Beginning in 2002, Newsom served as the Chief of the Department of Preventive Medicine for Moncrief Army Community Hospital at Ft. Jackson, South Carolina. In 2005, Dr. Newsom completed an eight month tour in Iraq as the Division Preventive Medicine Physician with the 3rd Infantry Division. After nine years of active duty, Dr. Newsom will continue to serve in the U.S. Army Reserves as a Preventive Medicine Physician with AR-MEDCOM in Pinellas Park.

FLORIDA DEPARTMENT OF HEALTH ANNOUNCES NEW DIRECTOR OF LIBERTY COUNTY HEALTH DEPARTMENT

Florida Deputy State Health Officer Bonita Sorensen, M.D., M.B.A., announced the selection of Eugene Charbonneau, D.O., as the new director of the Liberty County Health Department.

"I am happy to announce the selection of Eugene Charbonneau to this position," said Dr. Sorensen. "I am confident that his background and dedication to serving the under served will benefit Liberty County."

"I would like to thank the commissioners and citizens of Liberty County for their confidence in appointing me as Director of the Liberty County Health Department," said Dr. Charbonneau.

Charbonneau received his doctorate of osteopathy from Nova Southeastern University in 1997. He completed his residency and board certification in Family Practice at University Community Hospital in Tampa. He also is a licensed osteopathic physician. In 2000, Charbonneau served as the lead physician at North Florida Medical Centers in Panacea and Eastpoint where he oversaw clinical operations. He was also the medical director for the Wakulla County Sheriffs Office, responsible for inmate health.

FLORIDA DEPARTMENT OF HEALTH ANNOUNCES NEW OKEECHOBEE COUNTY HEALTH DEPARTMENT ADMINISTRATOR

Florida Deputy State Health Officer Bonita Sorensen, M.D., M.B.A., announced the selection of Mark J. Chittum, CHE, as the new Administrator for the Okeechobee County Health Department.

"I am pleased to announce that Mr. Chittum will be serving in this position," said Dr. Sorensen. "I am confident that his knowledge of public health and willingness to serve will benefit the citizens in his care. He will be an asset to the Okeechobee County Health Department and I am looking forward to working closely with him and his staff."

Mr. Chittum was previously employed by the Martin County Health Department, where he served as the Administrative Services Director. With an extensive business and finance background, he has worked in leadership roles in SDK Healthcare Systems, the New Hampshire Office of State Planning, and he has held various positions with New Hampshire Hospital. Mr. Chittum earned a masters degree in Business Administration from Southern New Hampshire University and is a Certified Healthcare Executive from the American College of Healthcare Executives.

"PUBLIC HEALTH AND HUMAN RIGHTS"

The Office of Public Health Research is pleased to report that Robert Hood, Ph.D. and Chuck Wells, M.S., C.H.E.S. presented at the American Public Health Association (APHA) Annual Meeting and Exposition, "Public Health and Human Rights" last November in Boston.

Chuck Wells was invited to report on the Florida Center for Universal Research to Eradicate Disease (FL CURED) and efforts to develop a statewide cure-oriented research agenda. In his presentation, "Extending the Impact of a National Public Research Agenda to the States: The Florida Example" Wells shared recent investment trends in biomedical research by the state of Florida and discussed FL CURED and its potential role in shaping Florida's investments in biomedical research. He also showed how the inaugural FL CURED Biomedical Research Summit, held on August 1, 2006, may help to reframe a Florida research agenda around public health traditions. To learn more about the center's activities visit www.flcured.org.

Robert Hood is co-chairperson of the APHA Ethics Forum and participated in two sessions at the November meeting. In "The Ethical Issues of Pandemic Influenza Planning," Hood explored the public health dimensions of allocation, duty to care, justice, and social distancing. He also participated in a panel discussion on "Distinguishing Public Health Practice and Research—Guidance and Cases for Making Distinctions." The objectives of this presentation and panel discussion were to assess legal and ethical environments underlying public health practice and human subject research, clarify existing definitions of public health practice and public health research, make distinctions between public health practice and research through foundational and enhanced guidance, and discuss meaningful cases on practice and research.



Wells



Hood

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