

the health advisor

DOH Mission:

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

Oct./Nov. 2005

Office of Performance Improvement

Department of Health promotes Fetal Alcohol Spectrum Disorder education

Fetal Alcohol Spectrum Disorder (FASD) is an umbrella term describing the range of mental and physical defects that can develop in unborn babies due to their mothers' alcohol consumption during pregnancy. It is the leading cause of mental retardation and developmental disabilities in this country, and it is 100 percent preventable. United States Surgeon General Richard Carmona said, "It's in the child's best interest for a pregnant woman to simply not drink alcohol." ("Advisory on Alcohol Use in Pregnancy," released on Feb. 21, 2005). In Florida, an estimated 2,040 infants are born each year with measurable effects that can be attributed to prenatal alcohol exposure. Consequently, the DOH has recently engaged in the following FASD prevention and intervention activities:

- **Collaboration with the Florida Obstetric and Gynecologic Society to provide each Florida obstetrician, gynecologist, certified nurse midwife and licensed midwife a copy of *Fetal Alcohol Spectrum Disorders Florida Resource Guide*.** Funding has been received from the Florida Developmental Disabilities Council. The guide includes an overview of FASD, effects of alcohol consumption on fetal development, myths about FASD, diagnosis criteria, long-term effects of prenatal alcohol exposure, prevention and intervention strategies, and resources. An electronic version of the FASD resource guide is available online at <http://www.doh.state.fl.us/family/socialwork/links.html#fas>.

- **Oversight of 2005–2006 Florida Legislature appropriation of \$280,000 for an integrated system of care for children and families with FASD in Sarasota, Fla.** Children's Medical Services, in the Florida Department of Health, has developed a contract with the Florida Center for Child and Family Development for implementation of the diagnostic and intervention pilot project. The pilot is aimed at improving the functioning of young children with FASD and their families, preventing the development of secondary disabilities and providing training to community professionals on FASD.

- **Support of United States Senate Resolution 141, unanimously passed on May 12, 2005, designating September 9, 2005, as "National Fetal Alcohol Spectrum Disorders Day."** The Department of Health's Infant, Maternal and Reproductive Health unit disseminated a copy of an intimate and inspiring hour-long video about mothers and families of children with FASD titled "Recovering Hope." The video was sponsored by the Substance Abuse and Mental Health Services Administration's FASD Center for Excellence, part of the U.S. Department of Health and Human Services. The video is an excellent educational tool offering real stories told by real women supported by testimony regarding clinical explanations, research evaluations and intervention services.

For more information on FASD, please contact Felisha Dickey at (850) 245-4465 or Suncom 205-4465, or by e-mail at Felisha_Dickey@doh.state.fl.us.

ON SEPTEMBER 15, 2005, GOVERNOR JEB BUSH ANNOUNCED THE APPOINTMENT OF M. RONY FRANÇOIS, M.D., M.S.P.H., PH.D., AS SECRETARY OF THE FLORIDA DEPARTMENT OF HEALTH. DR. FRANÇOIS IS THE FIRST HAITIAN-AMERICAN TO HEAD FLORIDA'S PRINCIPAL PUBLIC HEALTH AGENCY. HE REPLACES DR. JOHN AGWUNOBI, WHO WAS RECENTLY TAPPED BY PRESIDENT GEORGE W. BUSH AS THE U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES' ASSISTANT SECRETARY FOR HEALTH.

"Dr. François has a depth of knowledge about public health policy and will be a strong advocate for providing quality health services for Floridians," Governor Bush said. "After considering several outstanding candidates for this position, I am certain Dr. François is the right person to guide our state on a wide array of public health issues."

Dr. François, 47, has a long academic career and a wealth of experience in public health policy, research and environmental toxicology. He most recently served as an assistant professor at the University of South Florida's College of Public Health, where he directed the public health practice program and was the CHD Meridian Medical Director at Citigroup. Dr. François has also taught mathematics and French at both high school and college levels.

"I am honored to be a part of Governor Bush's team and look forward to building on the significant achievements of Dr. Agwunobi," said Dr. François. "This is a tremendous opportunity for continuing the progress this administration has made in strengthening community partnerships, advancing healthcare for children and minorities and reducing the incidence of chronic disease in our state."

Dr. François, who is fluent in French and Creole, was born in Port-au-Prince, Haiti and immigrated to Florida in 1979 to pursue his education, which began at Tallahassee Community College. He attended medical school at the University of South Florida. In addition to his medical degree, Dr. François holds a master's degree in exercise physiology from the University of Central Florida, along with a master's in public health and a doctorate in toxicology from the University of South Florida. He is an accomplished athlete, and he and his wife, Joelle, have three children: Rony Andre, Patrick George and Joelle Anne.

"I am grateful for the support and love of my family, which has afforded me the opportunity to devote my professional and academic career to the development of public health in Florida," said Dr. François. ■

Governor Bush announces M. Rony François, M.D., M.S., Ph.D., as new Department of Health Secretary

New secretary brings a wealth of experience in public health policy, research and environmental toxicology



"This is a tremendous opportunity for continuing the progress this administration has made in strengthening community partnerships, advancing healthcare for children and minorities and reducing the incidence of chronic disease in our state."

Orange County Health Department implements new Centering Pregnancy Program

THE NEED FOR PROPER PRENATAL CARE TO SAFEGUARD MATERNAL AND FETAL HEALTH IS HIGHLIGHTED BY A NEW INITIATIVE IN ORANGE COUNTY. THE ORANGE COUNTY HEALTH DEPARTMENT'S WOMEN'S HEALTH SERVICES PROGRAM STRESSES THE IMPORTANCE OF EARLY QUALITY PRENATAL CARE AND HAS ADOPTED UNIQUE NEW WAYS FOR WOMEN TO ENJOY THEIR PRENATAL VISITS AND RECEIVE THE INFORMATION AND SUPPORT THEY NEED.

The Centering Pregnancy Program, funded in part by the Orange County Healthy Start Coalition, is a new way of delivering prenatal care to the Orange County Health Department's maternity patients. The ultimate goal of the Centering Pregnancy Program is to educate women on how to make better lifestyle choices that have an impact on their health as well as the health of their babies. While offering support to moms through interaction with other women, this program encourages them to take a more active role in their prenatal care.

In a group prenatal care setting, women who will be having their babies about the same time meet with a nurse and a nurse practitioner to discuss topics such as: nutrition during pregnancy, common discomforts of pregnancy, exercise and relaxation techniques, preparation for childbirth, infant care and feedings, parenting techniques, postpartum issues, sexuality and family planning. Husbands and significant others may participate as well.

Since the program began in April 2005, many moms-to-be are experiencing this new way of receiving prenatal care. During each visit they hear from other women who are going through the same experience. They also keep their one-on-one time with the clinician to monitor and discuss their pregnancies.

The average attendance rate for each group of participants exceeds the program's attendance rate goal of 80 percent per group. Attendance in the group setting also exceeds the attendance rate of patients receiving traditional prenatal care in a clinical setting.

There are currently four groups meeting for prenatal care: one is for Spanish-speaking patients and the other three are for patients who speak English as their primary language. The response has been very positive, as the following comments attest.

"I am very thankful for Centering. I had no support coming to my prenatal visits and Centering makes me feel like I have lots of support and friends who share the same feelings."

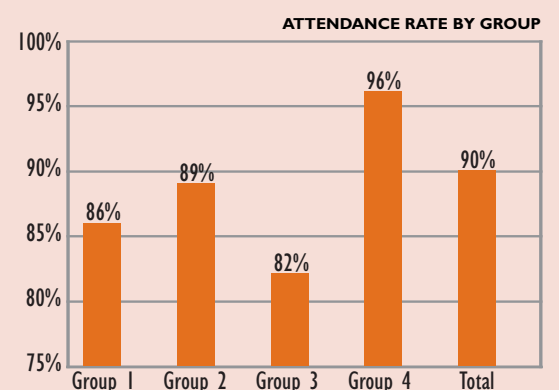
"I left the group because I had to move so I transferred to another health department closer to my new home. I definitely decided to come back because they didn't offer me this kind of



group where you can learn and share all the experiences you are going through with your pregnancy."

"I really like the Centering Pregnancy Program because I was able to be part of it and learn with my wife all the different things about pregnancy. I will definitely come back again!"

For additional information about the Centering Pregnancy Program, please visit www.centeringpregnancy.org. For information about the Orange County Health Department's programs and services, visit www.orchd.com. ■



County health departments lead local public health system assessments

WITH THE VISION OF IMPROVING PUBLIC HEALTH PRACTICE AND SUPERIOR PERFORMANCE OF PUBLIC HEALTH SYSTEMS, FLORIDA DEPARTMENT OF HEALTH DEPUTY SECRETARY BONNIE SORENSEN, M.D., M.B.A., CHARGED COUNTY HEALTH DEPARTMENTS (CHDs) TO UNDERTAKE LOCAL PUBLIC HEALTH SYSTEM ASSESSMENTS IN THEIR COMMUNITIES THROUGH IMPLEMENTATION OF THE NATIONAL PUBLIC HEALTH PERFORMANCE STANDARDS PROGRAM (NPHPSP).

These national performance standards for state and local systems were developed collaboratively by the Centers for Disease Control and Prevention (CDC), National Association for County and City Health Officials (NACCHO), Association for State and Territorial Health Officials, Public Health Foundation and several other public health organizations. The NPHPSP instruments are framed around the 10 essential public health services, focus on the overall public health system, describe optimal levels of performance and support system-wide quality improvement.

Across the state, CHD leaders convened with partners to discuss local capacity to deliver public health services and reach consensus on the more than 170 items in the NPHPSP local assessment instrument. Broad participation from local public health systems, defined as "all public, private and voluntary entities that contribute to the delivery of public health services," assured that diverse viewpoints were brought to the table. While meeting formats varied from short, targeted sessions focused on a single essential service, to multiple-day workshops guiding participants through all 10 essential services together, the results were universal: a better understanding of the strengths and challenges of local

systems. Consensus responses from the assessments were entered into CDC's national database from which CHDs can see reports of results. In table and graph formats, county reports show scores and relative rankings among the activities by essential service, highlighting areas of excellence and indicating opportunities for system-wide improvement. Over the course of the next several months CHDs will reconvene with partners to examine findings, identify priorities and design strategies for system improvement. In addition, completion of the local public health system assessment accomplishes a major step in a comprehensive community health assessment process using NACCHO's Mobilizing for Action through Planning and Partnerships strategic planning model.

In several counties, media reports on the local public health system assessment processes have brought attention to the importance of public health activities. In the *Bradenton Herald*, Dr. Gladys Branic, director, Manatee CHD, received praise for the enthusiasm and commitment that was evident throughout their assessment work. The *Port*



St. Lucie News reported that St. Lucie CHD staff, led by Edgar Morales, and their partners, "took the first step toward making sure no St. Lucie County resident falls through the cracks" by undertaking the assessment. Citrus CHD administrator Marybeth Nayfield convened participants to review results and prioritize recommendations with the *Citrus County Chronicle* as a partner in their strategy to develop a community health improvement advisory council. ■

Florida injury prevention advisory council appointed

A 14-MEMBER FLORIDA INJURY PREVENTION ADVISORY COUNCIL (FIPAC) AND SEVEN GOAL TEAM LEADERS (GTLs) WERE APPOINTED BY THE DOH SECRETARY. This is the first statewide injury prevention advisory council formed in Florida since 1992. The FIPAC will serve in an advisory capacity to the Office of Injury Prevention (OIP) and oversee the implementation of the 2004–2008 Florida Injury Prevention Strategic Plan, the first statewide plan developed since 1992. The GTLs will provide leadership for their teams in forming strategies for the 2006 action plan.

The organizational meeting of the FIPAC, GTLs and team members was held last June in Tampa. The primary focus of the meeting was to continue to develop the 2006 action plan of the 2004–2008 Florida Injury Prevention Strategic Plan. The next meeting of the FIPAC, GTLs and team members is scheduled for Nov. 28–29 in Tampa.

Advisory Council Members

INDIVIDUAL	ORGANIZATION/FIELD	CATEGORY REPRESENTED
JoAnn Chambers-Emerson	Tampa General Hospital/Poison Control	Injury Prevention Specialists and Health Educators
Pamela Martin	Florida Department of Financial Services	Lay Persons and Injury Victims/Survivors
Marilyn (Mimi) Sutherland	Jackson Memorial Hospital	Hospitals and Trauma Centers
Joe Alan Nelson, D.O.	Florida EMS Medical Director	Physicians, Nurses and EMS Providers
Karen Liller, Ph.D.	University of South Florida	University System, Research Facilities and Area Health Education Centers
Stephen Oelrich	Alachua County Sheriff	Law Enforcement
Diane Clark	Operation PAR / Behavioral Health	Injury Prevention Advocacy Groups and Non-Profit Agencies
George (Ed) Rice	Florida Department of Transportation	Key State Agency
Janet Lehman	Department of Elder Affairs	Key State Agency
Belinda McClellan	Agency for Health Care Administration	Key State Agency
Lorraine Allen	Department of Education	Key State Agency
Susan Littnan	Citrus CHD	Department of Health/CHD
Jan Davis	Sexual Violence Prevention/ Division of Family Health	Department of Health
Patricia Byers, M.D.	Ryder Trauma Center-Miami	Trauma Surgeon

Goal Team Leaders

INDIVIDUAL/ORGANIZATION	GOAL
Office of Injury Prevention Staff	Goal 1: Establish a sustainable infrastructure to provide leadership and to coordinate, monitor and evaluate strategic plan implementation.
Steve McCloskey, Duval CHD and Florida Public Health Association	Goal 2: Increase public and private funding for injury prevention.
Deborah Mulligan-Smith, M.D., Director, Institute for Child Health Policy, Nova Southeastern University	Goal 3: Build the capacity of communities to reduce and prevent injuries to high-risk groups and effectively address injury prevention priorities.
David Summers, St. Mary's Trauma Center	Goal 4: Increase state-of-the-art knowledge and skills in the injury prevention workforce.
Gillian Hotz, Ph.D., University of Miami School of Medicine	Goal 5: Increase the use of evidence-based injury prevention interventions statewide.
Steve Dearwater, Jackson Memorial Hospital	Goal 6: Increase the quality and availability of statewide and community-specific data for planning, surveillance and evaluation.
Karen Liller, Ph.D., University of South Florida College of Public Health, and Virginia Noland Dodd, Ph.D., University of Florida	Goal 7: Build capacity and resources statewide for evaluation of injury prevention initiatives and interventions.
Pamela Martin, Florida Department of Financial Services	Goal 8: Strengthen advocacy and public policy to reduce and prevent injuries.

For more information about this article or the Office of Injury Prevention, please contact Lisa VanderWerf-Hourigan, manager, Office of Injury Prevention at 850/245-4444 x2776 or Suncom 205-4444 x2776 or Lisa_VanderWerf-Hourigan@doh.state.fl.us

What is the Read for Health Initiative?

READ FOR HEALTH IS THE DEPARTMENT OF HEALTH'S LITERACY INITIATIVE TO SUPPORT GOVERNOR BUSH'S JUST READ FLORIDA! GOAL TO HAVE EVERY STUDENT READING AT OR ABOVE GRADE LEVEL BY THE YEAR 2012. HEALTH LITERACY IS A MAJOR CONCERN FOR DOH PROVIDERS AND THE CITIZENS OF FLORIDA.

Health literacy is often defined as the ability to read, understand and act on health information. The 1992 National Adult Literacy Survey estimated that 90 million Americans read between 8th and 9th grade level. The same study showed that 51 percent of Floridians have low literacy levels.

October is Health Literacy Month. Why is health literacy important to you? The department must communicate a broad range of health messages to a wide variety of audiences. Often this is through print materials—brochures, pamphlets, booklets and fact sheets. Even skilled readers are turning less and less to print materials for information, relying instead on the quick information they get on television, radios and the Internet. Therefore, if DOH's print materials are to be used, we must make them easy to read and attractive to the audiences we target. Creating easy-to-read and culturally-sensitive health education materials can be a challenge. *Simply Put* is a booklet produced by the CDC, providing tips for creating easy-to-read print materials your audience will want to read and use. This booklet can be viewed or downloaded at: <http://www.cdc.gov/communication/resources/simpput.pdf>

The Read for Health Workgroup consists of a representative from each of the department's divisions. This group has actively promoted October as Health Literacy Month with presentations, exhibit booths and e-mail reminder tips. For more information on the Read for Health Initiative, visit our Intranet site: http://dohiws.doh.state.fl.us/Divisions/Family_Health/Read/index.html ■

DOH receives CDC grant to further injury prevention program

THE FLORIDA DEPARTMENT OF HEALTH WAS AWARDED \$120,000 ANNUALLY FOR FIVE YEARS FROM THE CENTERS FOR DISEASE CONTROL AND PREVENTION TO FUND IMPLEMENTATION FOR THE 2004–2008 FLORIDA INJURY PREVENTION STRATEGIC PLAN. THE STRATEGIC PLAN WAS CREATED IN 2003, UNDER THE LEADERSHIP OF DOH'S OFFICE OF INJURY PREVENTION, TO REDUCE THE NUMBER OF INJURIES IN FLORIDA.

Injury was the third leading cause of death to Floridians in 2004. Unintentional injuries were the leading cause of death for Florida residents ages one to 44 and were the third leading cause of death in infants less than one year old. Unintentional injuries include, but are not limited to, those that result from motor vehicle crashes, falls, fires, poisonings, drowning, suffocation, choking, animal bites and recreational and sports-related activities.

In the near future, to assist in developing a sustainable DOH injury prevention infrastructure, each CHD director or administrator, CMS nursing director or program administrator and headquarters division director will be requested to designate a staff volunteer as their point of contact/liaison to the Office of Injury Prevention (OIP).

Beginning in 2006, the OIP plans to sponsor an annual injury prevention summit for the DOH liaisons. The summit will provide each liaison with basic injury prevention knowledge and skills needed to assist with certain implementation activities within the state injury prevention plan. Travel expenses for the summit will be paid by the OIP. This summit is possible because of the recent CDC public health injury surveillance and prevention program grant awarded to OIP.

For additional information regarding this update or the Office of Injury Prevention, please contact Lisa VanderWerf-Hourigan, manager, Office of Injury Prevention at 850 245-4444 x2776, Suncom 205-4444 x2776 or Lisa_VanderWerf-Hourigan@doh.state.fl.us ■

Abstinence Education Program gearing up to launch new multi-media marketing campaign

THE DEPARTMENT'S ABSTINENCE EDUCATION PROGRAM IS GETTING READY TO LAUNCH A NEW AND EXCITING MULTI-MEDIA MARKETING CAMPAIGN TO EXPAND ITS EFFORTS TO EDUCATE YOUTH, PARENTS AND OTHERS ACROSS THE STATE ABOUT THE MANY BENEFITS OF SEXUAL ABSTINENCE FOR YOUTH. The new campaign will include television and radio advertisements, as well as print media. You may even soon see a cinema slide about abstinence brought to you by the Florida Department of Health Abstinence Education Program in your local movie theater. The program also is redesigning its "Great to Wait" website as a part of the new multi-media and marketing campaign. The redesigned website, along with several of the television and radio ads, is scheduled for launch in mid- to late November.



During the past few months the Abstinence Education Program and representatives from the two firms hired to work with the program have been conducting market research using youth and adult focus groups throughout the state. The information gathered from these focus groups will help in producing and marketing the multi-media abstinence campaign. For example, in September focus groups were held in Miami, Orlando and Tallahassee to test the redesigned website on teenagers and adults. Most of the focus group participants gave the redesigned web site high marks for improvement. One of the features of the redesigned website is an interactive game which gives teens the chance to test their knowledge at responding to the most commonly used "lines" that are used to get a partner to engage in sexual activity. The game supports the choice to wait until marriage to have sex and at the same time provides advice on how to respond to the peer and relationship pressures to engage in early sexual activity.

The redesigned web site will continue to provide information on the benefits of sexual abstinence until marriage as the healthiest life style choice for teens, facts about sexually transmitted diseases (STDs), along with real-life stories about teenagers dealing with pregnancy or STDs and those who have made the choice to abstain.

In addition to the section geared toward youth, the redesigned website will also maintain a separate section for parents with suggestions on how to talk to their children about sex, peer pressure and other risk-taking behaviors. Teachers will also be able to find information, resources and training opportunities to assist them when discussing the development of refusal skills, enhancing self-esteem and the presentation of medically accurate information about sexual abstinence for teens.

The Abstinence Education Program team is excited about its new upcoming multi-media campaign and encourages everyone to check out the redesigned website at www.greattowait.com when it's launched in November. ■

BUILDING THE STRATEGIC PLAN

PLAN > DO > CHECK > ACT

"Strategic Planning determines where your organization should be going so that all organizational efforts can be pointed in that direction."

Patrick J. Below et al., "The Executive's Guide to Strategic Planning"

Strategic planning is more than putting ideas down on paper. It encompasses four systematic steps—Plan-Do-Check-Act. This 360-degree approach links planning for implementation, implementing the process, evaluating the process along the way and finally, improving the process.

A valuable first step forward with strategic planning is to analyze the organization's strengths, weaknesses, opportunities and threats. This process is known as a SWOT analysis. It begins with an inventory of internal strengths and weaknesses. Next, one must determine the external opportunities and threats. SWOT is a useful analysis in assessing the most promising opportunities and crucial issues. Then one can reconfirm goals and identify key strategies that move the organization forward.

Finalizing strategies is a tactical approach for making decisions that shape and guide the actions of an organization. A strategic plan should focus on envisioning the next three to five years. The best of plans align with the organization's vision and mission.

Key components of a strategic plan are: program goal, objective(s), key strategies and activities, lead role or champion, timeline, status of progress and evaluation indicators. Framed in a table format, the plan can provide a concise document for review and monitoring. For a sample strategic plan, call the Office of Performance Improvement at Suncom 205-4007 and ask for a performance management consultant.

Strategies, like goals and objectives, become tools for leaders to move an organization from where it is to where leaders want it to be. Strategies address one or more critical issues, such as customer satisfaction.

Results of strategic planning provide an opportunity to share and use results for ongoing continuous improvement. It is also an opportunity to celebrate the successes with employees, stakeholders and others who are important in attaining goals! ■

Resources used for this article: The Quality Improvement Handbook from the Quality Management Division of the American Society for Quality, Sterling Criteria for Organizational Performance Excellence

Quest for Quality is a regular feature in Health Advisor. Quest will help translate the Sterling Criteria for Organizational Excellence into everyday strategies that we can use. If you would like to see certain topics addressed in future editions, contact Bonnie Gaughan-Bailey, with the Office of Performance Improvement, via email or by calling Suncom 205-4007.

CDC and Florida Dept. of Health host National Environmental Public Health Tracking Workshop in Tampa

ON OCT. 25-27, THE DIVISION OF ENVIRONMENTAL HEALTH, OFFICE OF ENVIRONMENTAL PUBLIC HEALTH AND MEDICINE AND THE U.S. CENTERS FOR DISEASE CONTROL AND PREVENTION HOSTED THE THIRD ANNUAL ENVIRONMENTAL PUBLIC HEALTH TRACKING (EPHT) WORKSHOP IN TAMPA. THE WORKSHOP WAS TITLED "BUILDING BRIDGES," WHICH HIGHLIGHTS THE CHALLENGES AND COLLABORATIVE PARTNERSHIP-BUILDING THAT IS NEEDED TO ENSURE THE DEVELOPMENT OF A NATIONAL HEALTH TRACKING PROGRAM.

The workshop addressed concerns surrounding the construction of the National Environmental Public Health Surveillance network. It also included such topics as epidemiology, statistics, toxicology, GIS and environmental and public health database

issues demonstration projects. A poster session from the grantee states also was presented (including projects from Florida). Florida Department of Health Deputy Secretary Dr. Bonita Sorenson kicked off the workshop with a plenary session address that featured Dr. Michael McGeehin, director of the National Center for Environmental Health (NCEH), Division of Environmental Hazards and Health Effects and Dr. Judy Qualters, chief of the Environmental Health Tracking Branch, NCEH. Dr. David Johnson, principal investigator of the health tracking project in Florida, said that "the workshop gave the grantee states an opportunity to listen to experts, ask questions and address some of the challenges of building the national network for environmental public health tracking."

In December 2003, the FDOH received a three-year grant to link environmental hazards with chronic disease (including asthma, selected birth defects, cancers, developmental disabilities and childhood lead poisoning). Florida DOH has been working with the Florida State University to develop an exploratory model to study the potential relationship between environmental contamination and selected cancers. FDOH is also working with the University of Miami to "link" childhood lead exposure and developmental disabilities, including autism and mental retardation. The workshop was intended for EPHH-funded states and universities. If you would like more information on health tracking, please contact Chris Duclos (850) 245-4264 (Suncom 205-4264) or Greg Kearney at (850) 245-4577 (Suncom 205-4577). ■

2005 state Environmental Health Association Awards

THE FLORIDA ENVIRONMENTAL HEALTH ASSOCIATION GAVE HIGHEST HONORS TO FOUR MEMBERS AT THE AUG. 11 AWARDS CEREMONY LUNCHEON HELD DURING THE ANNUAL EDUCATIONAL MEETING IN JACKSONVILLE. THE MEMBERS WERE CHOSEN FROM NOMINATION APPLICATIONS RECEIVED FROM ACROSS THE STATE OF FLORIDA FOR EACH OF THE FOUR CATEGORIES: ROOKIE OF THE YEAR, OUTSTANDING ENVIRONMENTAL HEALTH PROFESSIONAL, THE CHARLIE RHODES AWARD AND THE BILLY G. TENNANT AWARD.

The Rookie of the Year for 2004-2005, Susan Patlyek, currently works for the Polk County Health Department as an environmental specialist. This award, as the name implies, recognizes professionals who have less than 16 months of service and have exceeded minimum requirements, contributing in an outstanding way to the field of environmental health. Patlyek holds a bachelor of environmental science from St. Cloud State University and a master's degree in legal studies from Montclair State University. She became certified in all areas of environmental health within the first few months of employment, and has worked well in many of the environmental health programs within the department. In addition to doing an excellent job with her assigned duties, she continually volunteers to assist in projects around the community, thus demonstrating her commitment to the residents and visitors of Polk County.

The Outstanding Environmental Health Professional for 2004-2005, Robyn Pasto, currently works for the Pinellas County Health Department as an environmental specialist. This award recognizes individuals who have made a significant and successful contribution to environmental health during the past year. Pasto has been working in public health since 1996. In the past year, she has served as an environmental Health Strike Team leader after Hurricane Ivan. Prior to that, she took extra duty as a team leader for a specialty needs unit staffing a shelter. Her role as the editor for the Sanitation and Safety for a Better Environment (S.A.F.E.) newsletter has earned her numerous compliments as she shares valuable information that unifies the agency and protects public health.

The Charlie Rhodes Award recipient, Gregg Rottler, R.S., M.P.H., currently works for Hillsborough County Health Department as an environmental supervisor. This award recognizes registered environmental health professionals (REHP or RS) for long-term contributions and exemplary behavior. Rottler has a bachelor's degree in biology and a master's of public health in environmental health from the University of South Florida and has served in the field of environmental health for more than 16 years. His leadership in handling the environmental health response to the contaminated sites in his county was recognized as a best practice statewide. He arranged and coordinated the first inter-agency meeting to address contamination and water sampling issues of common concern. It served as a model for others to improve communication and identify and solve problems.

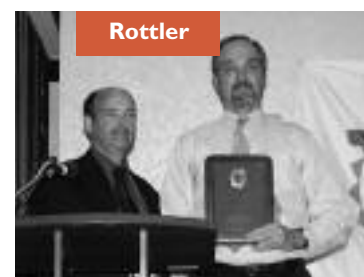
The Billy G. Tennant recipient, Dean Bodager, R.S., M.P.H., currently works as a regional epidemiologist in the central Florida area for the Bureau of Community Environmental Health. This award recognizes individuals who have made a long-term contribution to the field of environmental health. Bodager has more than 23 years of service in all areas of environmental health. He is a past president of Florida Environmental Health Association and has held numerous other positions at the state and district levels. He has held his registered sanitarian (R.S.) status since 1988. He has presented and/or published more than 20 articles in the area of environmental health. Most recently, Bodager was the incident commander for the investigation of the multi-county outbreak of e. coli O157:H7 attributed to petting zoo exposures.



Patlyek



Pasto



Rottler



Bodager

People in Public Health

Office of Performance Improvement staff earns national certification

The Office of Performance Improvement's performance management team, consisting of Kathy Barnett, Cathy Brewton, Becky Keyes, Jeanne Lane, Nancy Linehan, Donna Marshall and Laura Reeves, received professional recognition from the Certification Board of the American Society for Quality (ASQ) as certified quality improvement associates. This certification indicates a proficiency in, and a comprehension of, quality principles and practices.

ASQ provides certification as a way to provide formal recognition to professionals who have demonstrated a commitment to quality techniques and practices. A certified quality improvement associate is able to select appropriate quality tools and apply them in a variety of situations. The certification, along with enhanced education and skills, will enable members of the performance management team to assist county health departments and central office programs in locating the resources necessary to improve business practices and health outcomes.

The American Society for Quality is the world's leading authority on quality, and has been the sole administrator of the prestigious Malcolm Baldrige National Quality Award since 1991.

Department employees graduate as certified public managers

THE DEPARTMENT OF HEALTH'S COMMITMENT TO DEVELOPING FUTURE LEADERS RESULTED IN A PILOT CLASS OF THE CERTIFIED PUBLIC MANAGER (CPM) PROGRAM GRADUATING ON JUNE 17. THE DEPARTMENT CONTRACTED WITH THE FLORIDA STATE UNIVERSITY FOR 18 EMPLOYEES TO COMPLETE THE PROGRAM.

The purpose of this leadership development initiative is to professionally grow and develop future managers and leaders for DOH. These graduates completed eight, four-day training sessions, and additionally, were required to complete out-of-class reading assignments, projects and comprehensive examinations. This two-year course, conducted by the FSU Florida Center for Public Management, is designed to guide public managers in incorporating state-of-the-art theory (the academic side) into their management behaviors through practical training (the applied side). Now, the pilot program is being evaluated for future classes.

The graduates from the pilot class are: Peggy Scheuermann and Lois Taylor from Children's Medical Services; Lisa Conti, Eduardo Barranco, Padraic Juarez, and Kelly Nelson, Division of Environmental Health; Alan Rowan, Division of Disease Control; Charlotte Curtis, Margo Blake and Jan Davis of the Division of Family Health Services; Allen Hall, Division of Medical Quality Assurance; Valeria Jefferson, Division of Administration; Shannon Lease, Donna Marshall, Kathy Barnett, Mark O'Neill and Jeanne Lane of the Office of Performance Improvement; and David Poole, Gilead (Formerly with the Bureau of HIV/AIDS).

Three staff members from the Division of Medical Quality Assurance graduated through open enrollment. They are: Tammy Collins, Sharon Guilford and Anthony Juevitch.

For more information on the FSU Certified Public Manager program, please visit: <http://www.fcpm.fsu.edu/CPM/about.cfm> or contact Jeanne Lane in the Office of Performance Improvement at Suncom 205-4007.

Dr. Martha Valiant retires

HENDRY AND GLADES COUNTY HEALTH DEPARTMENT DIRECTOR MARTHA E. VALIANT, M.D., M.P.H. HUNG UP HER STETHOSCOPE AND BEGAN ENJOYING RETIREMENT AUG. 25, AFTER SERVING THE RESIDENTS OF THE RURAL EVERGLADES AREA FOR 30 YEARS.

Dr. Valiant was feted during the month of her retirement, both at the health department in Clewiston, which recently was completed thanks to Dr. Valiant's tireless efforts, and at a retirement dinner at the civic center in LaBelle. Community leaders, colleagues and friends joined together to celebrate her years of dedicated service.

"Marty" Valiant began her career as a registered nurse, graduating from Huron Road Hospital School of Nursing in Cleveland, where she was valedictorian of her class. She then moved to Miami and worked as a



▶▶▶ Valiant cont.

charge nurse at Jackson Memorial, and as education director at Nursing Variety (now Miami) Children's Hospital, while taking pre-medcourses at the University of Miami. During that time, she developed an interest in working with disenfranchised rural populations. Wanting to further her career to this cause, Dr. Valiant moved to North Carolina, where she completed her master's in public health at University of North Carolina, Chapel Hill, in 1969 and received her degree as medical doctor in pediatrics from Duke University in 1970. Martha served as chief of pediatrics at Lincoln Community Health Center and taught clinical pediatrics at Duke.

In 1976, Dr. V. moved to Clewiston and worked for a time at the Palm Beach County Health Department's West County District Health Office as director of their migrant program. Then for 10 years, she was in private pediatric practice with offices in Clewiston and Belle Glade. In 1988, she joined the staff of Hendry/Glades Health Departments, and she has served as health officer and pediatrician from 1991 until her retirement. Dr. Valiant has worked tirelessly within the state to find resources to improve access for poor women and children in Florida. She has served on numerous boards and coalitions such as Healthy Start, Okeechobee Rural Health Network, Hendry Regional Medical Center, Southwest Florida Healthy Start Fetal and Infant Mortality Review Group, Redlands Migrant Association (RCMA) State Advisory Group, Southwest Florida Health Planning Council, Harlem Academy Day Care Center Health Advisory Committee and others. Certainly, her passion was to provide leadership and expertise for private agencies serving the rural poor.

Dr. Valiant has received a host of honors and awards over the years. She was named 1997's Outstanding Woman in Public Health, presented by College of Public Health, University of South Florida. That same year, she also received the Wendell N. Rollason Award, given by the Florida Rural Health Association for a lifetime of services to rural Floridians with emphasis on children of migrant and farm worker families. Dr. Valiant was the 2002 recipient of the Sydney S. Chipman Award, given on behalf of the Department of Maternal and Child Health University of North Carolina at Chapel Hill. In 2003 she received the Medal for Medicine from the Women of Accomplishment, Palm Beach Community College in Belle Glade. Dr. Valiant says the accomplishment she is most proud of is to have been the recipient of the Parental Involvement Award at the county and regional levels.

Retirement should give Dr. V time to indulge her other interests: theatre, music, boating and her two little Welsh Corgis named Gator and Phoebe. Her staff and patients will miss her razor-sharp intellect, her ability to recall the most "minute"

investigations of communicable diseases and implemented new procedures on a statewide level. Graeve also managed a county special needs shelter with more than 400 people during Hurricane Floyd in 1999. Before accepting the chief of staff position, Graeve was a legislative policy analyst with the Florida legislature.

For more information about the DOH executive staff, visit the DOH Web site at <http://www.doh.state.fl.us> and select the organizational chart from the drop box.

Division of Environmental Health nabs national Vision Award—agency recognized for initiative designed to mobilize communities, improve Florida's neighborhoods

THE DIVISION OF ENVIRONMENTAL HEALTH HAS RECEIVED A 2005 VISION AWARD FROM THE ASSOCIATION OF STATE AND TERRITORIAL HEALTH OFFICIALS (ASTHO). The celebrated award was given for the division's protocol for assessing community excellence in environmental health: the PACE EH Initiative—a systematic model endorsed by the National Association of County and City Health Officials and aligned with Healthy People 2010 objectives.

Created to support local empowerment, the initiative provides communities with a process for relating and understanding environmental health concerns, a method to fill the "gaps" between programs, and a means for EH professionals to engage community partners in a leadership role.

The ASTHO Vision Award, which is sponsored by GlaxoSmithKline, is presented each year to honor outstanding state health department programs and initiatives. By providing peer recognition for creative state health programs, the award also increases awareness of successful initiatives that can be replicated in other states.

Securing its mark as an innovative trendsetter, the Florida DOH is the only state agency in the nation to support the Protocol for Assessing Community Excellence in Environmental Health (PACE-EH) process on a statewide scale. Using surplus budget and a simple application process, a total of 24 community assessment projects have been supported through the PACE EH initiative over the past two years.

The grants provided communities with the tools they need to identify their most pressing environmental health concerns and set priorities. Counties used the funds to support a variety of projects, including public education campaigns, community-based surveys as well as training and targeted interventions for

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details about people, her wonderful sense of humor and her delightfully infectious laugh. We wish Dr. Valiant all the best as she embarks on this new chapter of her life.

New chief of staff for DOH

PETER GRAEVE TOOK THE REINS IN AUGUST AS THE NEW CHIEF OF STAFF FOR THE FLORIDA DEPARTMENT OF HEALTH. GRAEVE'S PROFESSIONAL EXPERIENCE INCLUDES MORE THAN 20 YEARS IN MANAGEMENT, INCLUDING FIVE YEARS AS A VETERAN SOCIAL SERVICE MANAGER FOR PALM BEACH COUNTY GOVERNMENT. His background also includes serving in the United States Army for the past 21 years. He is currently a lieutenant colonel and maintains an active status conducting military intelligence by translating documents from Spanish to English for use by governmental agencies.

As DOH chief of staff, Graeve provides supervision and coordination of the executive staff within the offices of the secretary, deputy secretary, deputy secretary of health and deputy state health officer.

He earned his master's degree in public administration in 2001 from Florida Atlantic University. He received a bachelor's degree in history from the University of Florida in 1984 and has earned a master's level of education through military training.

His management experience includes his position as human service program manager with DOH in Palm Beach County, where he performed epidemiological

▶▶▶ New chief cont.

populations with the greatest need.

Results from the pilot projects indicate a strong need to closely examine the way the state develops and delivers services to communities. At the same time, the process has addressed community needs not captured through programmatic and funding structures of state and local EH agencies.

For more information on the PACE EH project, contact Daniel Parker or Eric Grimm in the Division of Environmental Health at (850) 245-4250, or visit the website at: <http://www.doh.state.fl.us/environment/programs/PACE-EH/PACE-EH.htm>