

the health advisor

**STATE
SURGEON
GENERAL
COMPLETES
SUCCESSFUL
HEALTH TOUR**

**Tobacco
Free Florida
Blankets
State with
Anti-
Tobacco
Message**

**It's Our Turn.
Florida Lends a
Helping Hand
to Iowa.**

You can make healthy changes today!

September/October 2008
Office of Marketing

DOH MISSION: TO PROMOTE, PROTECT AND IMPROVE THE HEALTH OF ALL PEOPLE IN FLORIDA.



the health advisor

Official Newsletter of the Florida Department of Health
Ana M. Viamonte Ros, M.D., M.P.H., State Surgeon General

SEPTEMBER/OCTOBER 2008

National Health Observances

SEPTEMBER

America on the Move's September Campaign
Childhood Cancer Month
Fruit & Veggies—More Matters Month
National Cholesterol Education Month
National Dental Hygiene Month
National Newborn Month
National Preparedness Month
National Sickle Cell Awareness Month
National Spina Bifida Awareness Month
Ovarian Cancer Awareness Month
Prostate Cancer Awareness Month
National Cholesterol Screening Awareness Month
Whole Grains Month

OCTOBER

Halloween Safety Month
Health Literacy Month
National Breast Cancer Awareness Month
National Domestic Violence Awareness Month
National Liver Awareness Month
National Physical Therapy Month
SIDS and Pregnancy Loss Month
Talk About Prescriptions Month



- 3| State Surgeon General Completes Successful Health Tour
- 4| Tobacco Free Florida Blankets State with Anti-Tobacco Message
- 5| Bureau of Radiation Control Receives Department of Homeland Security Training
- 6| U.S. Nuclear Regulatory Commissioner Gregory B. Jaczko Visits Florida
- 7| It's Back-to-School Time and for Kids Without Health Insurance, Time for Florida KidCare
- 8| It's Our Turn. Florida Lends a Helping Hand to Iowa.
- 9| Get Smart about Antibiotics Week
- 10| You Can Prevent Foodborne Illness
- 11| The Governor's Task Force on Autism Spectrum Disorders

DOH MISSION: To PROMOTE, PROTECT AND IMPROVE THE HEALTH OF ALL PEOPLE IN FLORIDA.

KIMBERLY A. BERFIELD, DEPUTY SECRETARY OF ADVOCACY AND POLICY

EDITOR-IN-CHIEF **ANGELA LYNN**

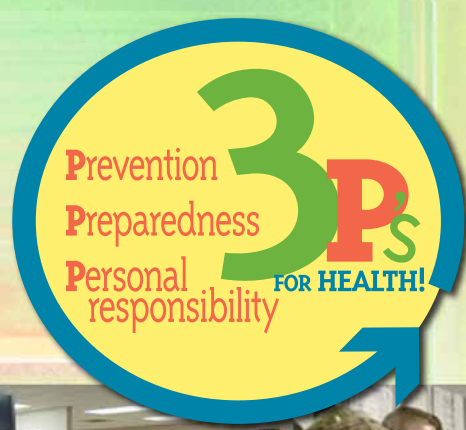
EDITOR **STEPHANIE TURNAU**

ART DIRECTOR/EDITOR **GEORGIA MURPHY**

(c) 2008 Florida Department of Health

The Health Advisor is published on a bi-monthly basis by the Office of Marketing and is available on the DOH Intranet and Internet Web sites.

Please send articles for submissions and questions regarding the Health Advisor to Georgia Murphy; 850.245.4444, ext. 2123; FAX, 850.410.3049; EMAIL: georgia_murphy@doh.state.fl.us.



Bay County



Okeechobee County



Collier County

State Surgeon General Completes Successful Health Tour

by Amy Alexander, Department of Health, Office of Communications

On July 18, the State Surgeon General completed her “3 P’s Tour” of the Department’s 67 County Health Departments and 22 Children’s Medical Service sites. The tour promoted prevention, preparedness, and personal responsibility—three healthy behaviors that every Floridian has the power to control and change. Since the kickoff event on April 4, 2007, Dr. Viamonte Ros toured facilities, met staff and community partners, and attended special events such as groundbreakings, ribbon cuttings and health fairs. Several visits included demonstrations of cutting-edge telemedicine technology, which is improving health outcomes for Florida’s residents. She has also taken the 3 P’s message to various school groups across our state.

When asked about her impressions of the tour, Dr. Viamonte Ros said, “Without question, the best part has been interacting with DOH staff on the frontlines. Being able to exchange ideas, listening to suggestions and concerns, and learning how innovative and committed our employees are has been informative and inspirational.”

Dr. Viamonte Ros was especially impressed by the hospitality she received. Many staff members prepared receptions, luncheons and presentations. Feedback for all the visits was extremely positive.

Although the tour has ended, the Surgeon General encourages Department of Health employees to continue setting good examples for our state. Disease, accidents, and emergencies occur when we least expect them. We can lessen our risk or avoid many conditions completely by taking proactive steps to guard our health.

Pictures of the visits are available on the tour Web site: www.florida3psforhealth.com/index.html.

PREVENTION

Begin healthy habits before a problem develops:

- Eat a nutritious diet
- Don’t smoke
- Get immunized
- Be physically fit

PREPAREDNESS

Equip yourself and loved ones to handle an unexpected event:

- Make a plan
- Stock up on supplies
- Stay informed

PERSONAL RESPONSIBILITY

Take an active role in your own health:

- Know your family’s health history
- Schedule regular checkups
- Follow your doctor’s advice



Hillsborough County



Pasco County



Charlotte County

Tobacco Free Florida Blankets State with Anti-Tobacco Message

submitted by the Tobacco Education and Use Prevention Program

This year the Tobacco Free Florida campaign has aggressively spread its anti-tobacco message of youth prevention and adult cessation across the state. An unprecedented amount of coverage continues to reach millions of Floridians. Statewide coverage ranges from television, radio, online, print and billboard advertising to interactive initiatives, community events, media publicity, social networking and educational outreach programs.

“Tobacco Free Florida’s advertising and public relations efforts successfully promote healthy habits among Florida’s youth and emphasize that smoking cessation is the single most important step that smokers can take to enhance the length and quality of their lives,” said Kim Berfield, Deputy Secretary of the Florida Department of Health. “By educating the entire population about the dangers of cigarettes, smokeless tobacco and secondhand smoke, the campaign is making a significant statewide impact.”

Tobacco Free Florida’s statewide media coverage surpasses all expectations with the number of viewers and listeners reached. With over 61,000 radio spots secured, 15 million impressions of print media delivered, and more than 55,000 television spots run, the state’s Quitline has experienced record-breaking call volume. Two records were recently broken when the Quitline received 2,600 calls in one day and 150 calls in one minute. So far in 2008, nearly 20,000 new participants are receiving services through the Quitline compared to 4,858 in 2007.

Tobacco Events Spread the Message

The Tobacco Free Florida street team—a group who “hits the streets” to promote the campaign—participated in more than 80 events across the state. Nearly three million Floridians attended these events. Campaign materials and face-to-face interaction encouraged event goers to remain tobacco free and smokers to call the Quitline.

Members of the DC Comics Justice League attended these events to distribute the anti-smoking “No Smoke Without Fire” comic book,



featuring the characters Superman, Batman, Wonder Woman, Green Lantern and Flash. In addition, more than 150,000 comic books were distributed to youth and integrated into health and language arts curricula by middle school teachers.

Campaign’s Online Presence—Another Area of Success

The campaign’s popularity is evident with more than 200,000 visits to tobaccofreeflorida.com and 21,000 fans on Tobacco Free Florida’s Facebook page. The YouCare contest, a partnership with YouTube, received 150 video entries and the top 25 videos were shown on the first statewide On-Demand channel devoted exclusively to the campaign. The channel reaches over two million subscribers to Comcast and Bright House Networks Digital Cable.

The Tobacco Free Florida campaign is gearing up for 2009 and the campaign will continue to impact millions of people in Florida. For more information about the campaign, please visit tobaccofreeflorida.com.

Bureau of Radiation Control Receives Department of Homeland Security Training

by Debbie Gilley, Bureau of Radiation Control, Division of Environmental Health



Bureau of Radiation Control staff survey a vehicle for radioactive materials, left to right: Terry Frady, Lee Thomas, Bryan Tatem, and Gordon Hastings. DNDO staff Adam Zermack, was a controller for the exercise.

Sixty-seven Bureau of Radiation Control staff and six Florida Department of Transportation (FDOT) Motor Carriers Compliance Officers attended preventive radiological and nuclear detection training on May 6 and 7 in Orlando. The training was supported by the Department of Homeland Security's Domestic Nuclear Detection Office (DNDO) and the Department of Health's Public Health Preparedness Office with a grant to assist with travel and equipment purchases.

The two-day training consisted of lectures from international scientists and leaders in radiation detection, international and domestic security, and law enforcement. Instructors came from Sandia National Laboratory; Oak Ridge National Laboratory; U.S. Department of Energy's Savannah River; and the headquarters of the Department of Homeland Security in Washington, D.C. Bureau staff worked with state-of-the-art equipment and practiced surveying techniques using scenarios based on real events.

Staff trained side by side with the law enforcement branch of the FDOT. The presence of radioactive material in transport or at a centralized event where large crowds are gathered must be evaluated by law enforcement as legitimate—normal transport or medical use of radioactive material—or a threat. The bureau will assist law enforcement in determining threats and non-threats when a radiation alarm occurs within the state. A recent mock drill at a venue with large crowds gave bureau participants a chance to use their new skills and knowledge.

The DNDO and the Preventive Radiologic and Nuclear Detection Force

The DNDO assists with defining and supporting layers of defense on U.S. soil to prevent an act of terrorism. "If we identify and can adjudicate before a radiation dispersal device (also known as a dirty bomb) or an Improvised Nuclear Device is detonated, we can prevent mass casualty and loss of property," said Craig Moss, DNDO Team Leader.

A radiological event could be catastrophic for Florida so the efforts to locate these devices before an incident occurs are increasing. The Bureau of Radiation Control is part of the core Preventive Radiologic and Nuclear Detection Force. This group of state law enforcement officers and radiation response personnel monitors Florida's transportation corridors—rails, roads and ports—and provides surveillance at special events by using specialized radiation detection equipment. Only a few states have developed this force.

U.S. Nuclear Regulatory Commissioner Gregory B. Jaczko Visits Florida

by Debbie Gilley, Bureau of Radiation Control,
Division of Environmental Health



Left to right: Bill Passetti, Bureau of Radiation Control; Gregory B. Jaczko, NRC; and Dr. Rick Hunter, Food Technology, Inc.

On May 13, 2008, Commissioner Jaczko and Bill Passetti, Chief of the Bureau of Radiation Control, visited Food Technology Services, Inc. in Mulberry, FL. This was the commissioner's first visit to a food irradiation and sterilization facility. According to company president and CEO Dr. Rick Hunter, Food Technology Services, Inc. has been irradiating food products since 1992. Dr. Hunter, a former Deputy State Health Officer for Florida, provided a guided tour of the facility and explained the process of sterilization to the commissioner.

The beneficial use of radioactive material can improve quality of life by keeping us healthy and safe.



Irradiated food has been approved by the FDA for years and more than 30 countries allow the sale of these products.

Irradiation does not make food radioactive—rather, it kills harmful bacteria making food safer to eat. Irradiation also increases the shelf life of food. Poultry irradiated to control salmonella has been available in limited U.S. markets since 1993. Irradiated strawberries and mushrooms sometimes outsell non-irradiated produce by a 10–1 ratio or more.

Another safe technology is gamma sterilization. Gamma sterilization eliminates microorganisms on equipment or devices without damaging or changing the temperature of the material. Unlike poison gas technologies, gamma irradiation can penetrate dense material and it does not leave a residue.

Florida is one of 35 states granted regulatory control over radioactive materials from the U.S. Nuclear Regulatory Commission—the state is recognized as a leader in licensing the commercial use of radioactive materials. More than 1,700 licenses for uses such as irradiating food, diagnosing patients with nuclear medicine, treating patients with radiation therapy, and, in the construction industry, measuring the moisture content in road beds have been issued.

Irradiated strawberries and mushrooms sometimes outsell non-irradiated produce by a 10–1 ratio or more.

It's Back-to-School Time and for Kids Without Health Insurance, Time for Florida KidCare

submitted by Department of Health,
Office of Marketing

Florida KidCare provides quality health care benefits to children under the age of 19. Children enrolled in the program have access to preventive care such as regular doctor's visits, immunizations, dental and vision benefits. Most families pay \$20 or less per month. Many pay nothing at all.

You can apply for Florida KidCare by completing an online application at www.floridakidcare.org. You can also call 1-888-540-5437 to receive an application by mail or get help over the phone.

"KidCare is for any child that's uninsured, and our goal is to enroll as many children in the program as possible," said Rich Robleto, executive director of the Florida Healthy Kids Corporation. "Families are applying every day because they know there's nothing like having the peace of mind that you can take your child in for a doctor's visit without breaking the bank."

Since it began in 1998, Florida KidCare has offered the children of working families access to high-quality doctors and preventive care for little to no cost. Florida KidCare currently serves more than 1.4 million children—1.2 million are Children's Medicaid customers and more than 250,000 are enrolled in MediKids, Children's Medical Services Network or Healthy Kids.



APPLICATION INFORMATION

- Families are encouraged to apply online at www.floridakidcare.org
- Enrollment applications can be downloaded off the Internet at: <http://www.floridakidcare.org/printapp.html>
- Families can also call 1-888-540-KIDS (1-888-540-5437) to receive the enrollment application by mail
- To complete your application, you will need to have your most recent federal income tax return, wages and earnings statements OR your last four weeks pay stubs.
- You can check the status of your application and make a payment at www.floridakidcare.org

HOW TO APPLY

ONLINE Apply online at: www.floridakidcare.org

MAIL Mail your application to: Florida KidCare; Post Office Box 980; Tallahassee, Florida 32302-0980

FAX Fax your application to: 1-866-867-0054

E-MAIL E-mail your application to: apply@healthykids.org. Accepted e-mail attachments must be sent in one of the following formats: .JPG; .JPEG; .BMP; .GIF; .TIF; .PDF; .DOC; .PPT; .TIF; .TIFF; .TXT; or .RTF.

Nine out of ten families in Florida have health insurance for their children. You can join them with Florida KidCare if your child is uninsured.

Fl♥rida KidCare

“Since the severe weather which began on May 25th, Iowans have been tested. We have faced the worst natural disaster in our history. This ‘500 year flood’ displaced 40,000 Iowans and disrupted the lives of so many of our fellow citizens.” Chet Culver, Governor of Iowa

It's Our Turn.

Florida Lends a Helping Hand to Iowa.

by Laura Mulford, Office of Public Health Nursing

In June the Florida Department of Health (DOH) sent 26 public health professionals to assist Iowa with its response to the massive flooding disaster. Iowa's Department of Public Health (IDPH) requested community health assessment teams and environmental health teams. DOH employees came from Duval, Marion, Leon, Clay, Alachua, St. Johns, Nassau, Wakulla, Brevard, Indian River, and Volusia county health departments. Through an Emergency Management Assistance Compact (EMAC), a national interstate mutual aid system, states share resources during times of disaster; Florida assisted the IDPH by sending experienced DOH staff to Iowa for 10 days. Florida was grateful for the opportunity to help Iowans during their time of need. Iowa was one of the many states that assisted Florida during the 2004 and 2005 hurricanes.

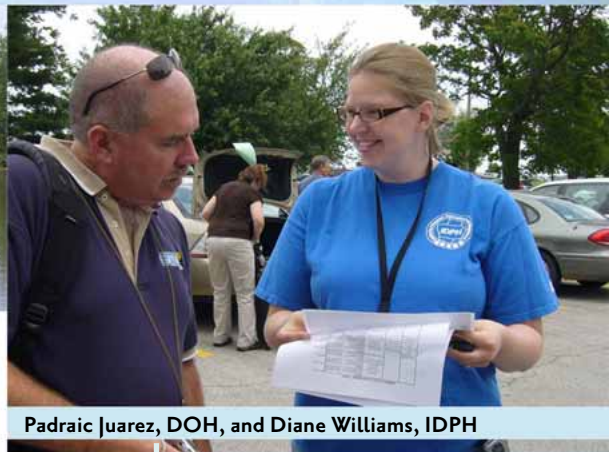
DOH has a rich history responding to disaster and our strike teams—community health assessment teams and environmental health teams—are always ready to serve. The DOH Office of Public Health Nursing (OPHN) managed the recruitment, mobilization, deployment, and demobilization of personnel sent to Iowa. OPHN assumes lead responsibility for the State Emergency Support Function 8 (ESF8) Logistics Staffing Unit. The Office of Emergency Operations helped coordinate the EMAC with Florida's Division of Emergency Management.

Joined by a data team from the North Carolina Division of Public Health, DOH community health assessment teams performed rapid household surveys and obtained information on the immediate needs and health status of impacted communities in Iowa. The DOH team collected information on needs such as water, food, utilities, medical care, medicine, medical supplies, infant supplies, access to communication and other immediate concerns. Referrals were made for individuals and households needing an immediate response or a one- to three-day follow up. In addition to collecting information, survey teams provided flood victims information on safety, sanitation, clean-up concerns, local resources and relief agency telephone numbers.

The North Carolina team compiled the survey data daily and provided reports to the IDPH and local emergency response officials. With this data Iowa officials could quickly identify and prioritize areas of need and appropriately target resources.

For more information on preparing for a natural or man-made disaster, visit the DOH Division of Emergency Management's Web site at: <http://www.FloridaDisaster.org>.

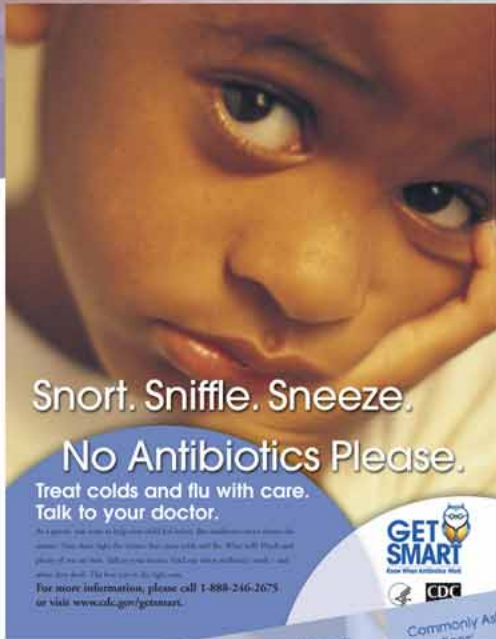
Lela Shepard, Office of Public Health Preparedness, contributed to this article



Padraic Juarez, DOH, and Diane Williams, IDPH



This experience provided the Florida strike teams a valuable, real-life training opportunity. Responders who do similar work in the state will be more prepared to respond to future disasters in Florida.



Snort. Sniffle. Sneeze.
No Antibiotics Please.

Treat colds and flu with care.
Talk to your doctor.

In a nation that uses so many antibiotics, it's easy to get overwhelmed and to assume that more is better. But antibiotics don't work on viruses. They don't fight the common cold or the flu. They will, however, protect you from other, more serious infections. And, as antibiotic resistance grows, it's more important than ever to use them wisely. The best way to do this is to talk to your doctor.

For more information, please call 1-888-246-2675 or visit www.cdc.gov/getsmart.



Get Smart about Antibiotics Week Oct. 6–Oct. 10, 2008

by Laura Connell, Bureau of Epidemiology

The Florida Department of Health (DOH), in partnership with the Centers for Disease Control and Prevention (CDC), will participate in the first national Get Smart about Antibiotics Week. Awareness for appropriate antibiotic prescribing and antibiotic use will be promoted in Florida schools and county health departments. During the week a press release will be sent to Florida media and CDC Get Smart materials will be circulated to Florida schools and county health departments. DOH efforts also include encouraging basic hand washing practices to prevent the spread of viruses and bacteria.

For more information about the Get Smart Program, please visit the CDC Web site at <http://www.cdc.gov/drugresistance/community> or the Florida Get Smart Web site at http://www.doh.state.fl.us/disease_ctrl/epi/FGS/FL_GetSmart.html.

Get Smart materials are available online at:
<http://www.cdc.gov/drugresistance/community>.

Why is this campaign important?

The Get Smart program is part of a larger effort to reduce the emergence and spread of antimicrobial resistance. The CDC defines antimicrobial resistance as the result of microbes changing in ways that reduce or eliminate the effectiveness of drugs, chemicals, or other agents to cure or prevent infections.

Some scientists consider antibiotics to be the single most impressive medical achievement of the 20th century. However, the continuing emergence and spread of antimicrobial resistance jeopardizes the benefits of antibiotics and threatens public health globally. These drug-resistant infections increase the risk of severe illness and death. This not only impacts patients but also increases the burden on health care services because of additional diagnostic testing, prolonged hospital stays, and increased intensity and duration of treatment.



You Can Prevent Foodborne Illness

by Tracy Wade, M.S., Food and Water Preparedness Coordinator, Food and Waterborne Disease Program

With the recent nation-wide outbreak of Salmonella Saintpaul, the issue of kitchen food safety is as important as ever. Remember to handle food safely when preparing food at home. The Department of Health recommends the following kitchen food safety tips: clean, separate, cook, and chill.

CLEAN Be sure to wash all food preparation surfaces with warm, soapy water—especially those that come in contact with raw meat, poultry, fish and egg products. Other surfaces such as faucets, sinks, and counter tops should also be kept clean with household cleansers or warm, soapy water.

As many chefs will tell you, the most important kitchen tool is your hands. But, only if your hands are clean! Wash hands (gloved or not) with warm, soapy water before and after touching food. If you have any injuries or abrasions on your hands, we recommend wearing gloves when you prepare food to prevent the spread of disease through blood-borne contact.

SEPARATE Don't cross contaminate! Keep raw meats and their juices separated from other food items. Use a separate cutting board for meats to prevent them from contaminating other foods. Don't use the same utensil or platter to cook or serve raw meats and cooked meats. Bacteria can transfer easily from raw foods to properly cooked foods in this way.

COOK Cook all foods to the minimum safe internal temperature. We recommend purchasing a basic food thermometer to check these temperatures. Some safe temperatures are: beef, veal, lamb, roasts or chops, 145°F; pork, 160°F; ground beef, veal or lamb, 160°F; and poultry, 165°F.

CHILL All food should be refrigerated properly. Cold foods should be kept at 40°F or colder. Perishable foods like some fruits and vegetables, fresh meat, foods purchased from chill cabinets, and freshly cooked food should be refrigerated within two hours. These foods should be properly stored in a shallow, securely wrapped package (zippered bag, aluminum foil, plastic wrap, etc.). Throw out any food that is left out longer than two hours after cooking or thawing. Use all leftovers within four days.

NEED MORE INFORMATION? Please visit our Web site at www.myfloridaeh.com; the Partnership for Food Safety Education at www.fightbac.org; or contact your local county health department's environmental health office.



The Governor's Task Force on Autism Spectrum Disorders

by Thometta Cozart, Women's Health Office

The Governor's Task Force on Autism Spectrum Disorders, created by Executive Order 08-36 on March 7, 2008, was designed to advance public policy for the research, screening, education, and treatment of autism, to assess the availability of insurance coverage for appropriate treatment of autism, and to recommend a unified and coordinated agenda for addressing autism in Florida. The Task Force will develop and submit to Governor Charlie Crist a comprehensive report of recommendations for addressing autism in Florida by March 20, 2009.

The Task Force consists of 25 members and includes health care practitioners, autism advocates, representatives from private/public organizations that address autism, state/local government representatives, and family members of persons with autism spectrum disorders. Dan Marino, former quarterback for the Miami Dolphins and father of an autistic son, is the co-chair of the Task Force, along with Jim DeBeaugrine, Director of the Agency for Persons with Disabilities.

For additional information, please visit www.HealthyFloridians.org/autism.html.

All members of the Task Force are assigned to one of four committees addressing portions of the executive order.

Putting the Pieces Together Committee: This committee focuses on building collaborations across private and public entities, increasing community awareness and outreach, and planning for the statewide autism Web site.

Window of Opportunity Committee: This committee focuses on early screening and diagnosis, early intervention, early childcare and education, K-12 education, and gauging the prevalence of autism in Florida.

Current and Future Outlook Committee: This committee focuses on current and future treatments, research, quality of life issues for families and individuals, safety concerns, law enforcement training, access to assistive technology, and current events.

Costs of Autism Committee: This committee focuses on short-term and long-term economic impact to families and state, societal impact to families and state, financial resources, employment, long-term care and planning, and life and health coverage.