



Public Information, Education and Relations for EMS Committee Meeting

MEETING MINUTES

October 6, 2010
Ft. Lauderdale, Florida

- I. Meeting was called to order. Members present:
 - Cory Richter, Chairperson, Indian River County Fire Rescue
 - Bob Smallacombe, Palm Beach County Fire Rescue
 - Melanie Delaney, Century Ambulance
 - Michael DeSouza, American Ambulance
 - Kelly Powell, Safe Kids Palm Beach County
 - Lisa VanderWerf-Hourigan, Florida Department of Health (via phone)
 - Dr. Patty Byers
 - Carl Kaufman, Marion County Fire Rescue

- II. Introductions were held and Lisa VanderWerf-Hourigan was conferenced in to the meeting.

- III. Dr. Patty Byers gave an update on the Motorcycle Committee and what the committee is focusing their efforts on. They are comparing motorcycle triage criteria vs. normal triage criteria to see if there are any changes needed to provide better, more specific treatment.

- IV. Lisa provided an update on Florida Department of Health Office of Injury Prevention. She share some positions are in the process of being filled. She shared that there was a Senior Falls Prevention Broadcast and if you missed it you can request a DVD. The broadcast focus audience was Health Professionals. Additionally, it included a Balance Assessment conducted by Mark Bremmer from the Dept of Elder Affairs.

Additionally, Lisa shared that their data has shown that in the counties there are a Safe Kids Coalition or Chapter that the childhood injury rate was lower by 30% to 40% than counties that did not have a Safe Kids program.

Lisa stated that the EMS Council is scheduled to meet January 18 – 19th and the PIER meeting is planned to be held on January 19th at 12:30 p.m. These meetings have not been approved for travel at this time.

The 2010 Injury Prevention Award was awarded to Dr Virginia Dodd. She is an accomplished professional in the field of injury prevention and well deserving of this honor.

FDOH has received two FDOT grants for Bicycle Helmet Safety and Child Passenger Safety Special Needs. The Bicycle Safety Program has partners in all 67 counties and the Special Needs Program has added a new site; Tallahassee, now with the new total of 9 Special Needs Hospitals in Florida. The Bicycle Helmet program is being coordinated by Leilani Gruener now (since Frieda has retired).

FDOH is currently working on a CDC grant in (Dec/Jan) that will focus efforts on teen dating violence, senior falls, and teen/driving & graduated licensing.

Lisa shared the WaterProof Florida drowning prevention campaign was launched. The initial mailing of materials was incomplete and for complete materials visit www.waterproofflorida.com. All materials are available on the website. The campaign targets children and parents of children 1 to 4 years of age. The campaign highlights: layers of protection, supervision, barriers and emergency preparedness. In March there will be a satellite broadcast to promote the campaign. The kits are also available in Spanish and if you need a kit contact Lisa.

The committee watched the 10 minute educational video for WaterProof Florida. The committee shared the video was good but a little long. Suggestions for the use of the video included:

- Create a 30 second PSA (S) for different markets
- Provide instructions on how to use the video (specialized markets)
- Folder needs to be also available in a tri-fold for mass production at a lower cost

Lisa asked the team how we think we can get EMS teams throughout the state to support WaterProof Florida. Melanie suggests trying to hang posters in grocery stores, Targets, Wal-Mart's and fast food restaurants.

- V. Trena McPherson received the Highway Safety Award for FDOT for the Motorcycle Coalition. Lisa shared that the Motorcycle Coalition CD's are in process of being made and our committee will get a draft copy when they are ready.
- VI. Cory discussed the EMS Strategic Plan July 2010 – July 2012. He shared that anything we do individually and bring to the committee on top of what we do as a committee regarding injury prevention will help us meet our goals.
- VII. The next spotlight article from the PIER Committee will be Trena's article on the Motorcycle Coalition Award. The Committee will need an article each quarter so always be thinking about good articles.
- VIII. Injury Prevention PSA's at cinemas update- Melanie's contact is not being helpful. Lisa shared that she has seen very specific PSA's in the Orlando area movie theaters targeting the residents. Bob Smallacombe shared that maybe focus on early childhood centers.
- IX. Meeting adjourned and Cory announced he will send information regarding next meeting in January.