

STATE BUREAU OF EMS HIGHLIGHTS

JUNE 2010

GENERAL INFORMATION

EMS ADVISORY COUNCIL

Next Meeting

October 6 – 8, 2010 (Wednesday-Friday)
Hilton Fort Lauderdale Airport
1870 Griffin Road
Fort Lauderdale, Florida 33004-2216
(954) 920-3300 / (800) 445-8667

Please make hotel reservations at the Hilton Fort Lauderdale Airport by calling (954) 920-3330 / (800) 445-8667 by September 13, 2010. The group conference rate is reserved under "Florida EMS Advisory Council October 2010." Check in time is 3:00 p.m. Cancellation within 24 hours of arrival will result in a penalty of one nights stay.

Future Meeting Dates - 2011

- January 19-21 / In conjunction with Fire Rescue East Conference
- June – TBD / In conjunction with CLINCON

EMS ADVISORY COUNCIL APPOINTMENTS

Please join the Bureau of EMS in welcoming our new council members. Effective July 1, 2010, State Surgeon General, Ana M. Viamonte Ros, M.D., M.P.H., appointed the following individuals to four-year terms on the council:

<u>Lay Person</u> Regina Sofer	<u>Physician</u> Patricia Byers, M.D. Ryder Trauma Center
<u>EMT (Fire)</u> Cory S. Richter Indian River County Fire Rescue	<u>Air Ambulance Operator</u> John Scott Tampa General Healthcare

Hospital Administrator
Maria Fernandez
Miami Children's Hospital

On June 8, Secretary Linda H. South appointed Mr. Carlton Wells, from the Department of Management Services to serve as an ex-officio representative to the council.

Mr. Charles F. Hagan was appointed May 21 representing the Department of Community Affairs.

Also, Mr. John Scott with Tampa General Healthcare was appointed as the EMS Advisory Council Chairperson from July 1, 2010 – June 30, 2011.

Special thanks to the following outgoing members for their contributions and dedication to the EMS community.

Hospital Administrator
Javier I. Escobar II, M.D.

EMT (Fire)
Captain Greg Rubin

Physician
David A. Meurer, M.D.

We look forward to continued partnership efforts with all of you and your organizations.

Any questions or comments regarding the EMS Advisory Council may be directed to Desi Lassiter at the State EMS office at (850) 245-4055.

STRATEGIC PLAN

The 2010-2012 Florida Emergency Medical Services Strategic Plan was submitted to the EMS Advisory Council for approval on December 18, 2009 and was subsequently approved by the council on January 22, 2010. The plan has been approved by Department of Health. Printed copies will be available either at the June EMS Advisory Council quarterly meeting or shortly thereafter. For more information on the strategic planning process please contact Melissa Keahey at (850) 245-4440, ext. *2686 or Melissa_Keahey@doh.state.fl.us.

DATA SECTION

EMSTARS

The Prehospital Data Collection program, EMSTARS continues to make great strides with 116 agencies participating, bringing the state repository to over 2.2 million incidents reported. At this time, there are approximately 40 agencies committed to participate and working to begin their submissions to EMSTARS.

The Bureau of EMS received 14 sub-grant applications for the DOT 408 Grant funds to be used for agencies to begin and/or improve the statewide data collection efforts. The applications were scored and evaluated. Ten agencies were awarded DOT 408 grant funds for field data collection implementation (hardware/software).

The EMSAC Data Committee continues to play the major advocacy role contributing to the increase in agency data submissions. The Data Committee is committed to the advocacy, education and awareness of the benefits that EMSTARS brings to the quality of EMS service delivery in Florida.

The EMSTARS Project Team continues to work in concert with our federal partners, NEMSIS (National EMS Information System), EMS Advisory Council Data Committee, and the EMS Community to review and analyze the upcoming changes anticipated with NEMSIS 3.0. It is important to continue to assess the impact this may have on Florida EMS providers to ensure that an appropriate state level implementation strategy is developed for this upcoming Federal mandate.

The Project Team is also working to develop improvements in the data analysis, linkage and reporting capabilities of EMS data through the implementation of the EMSTARS Data Mart. The target completion date for the 1st iteration of the EMS Data Mart is July 30, 2010. The end result of the initial iteration will provide a fully functional data mart that can be used to support the analysis and decision-making requirements of the business.

The Project Team continues the one-on-one visits with providers to facilitate training and/or implementation assistance as needed. As of May 2010, fifteen agencies have been provided this assistance.

If your agency is interested in receiving assistance with your EMSTARS submissions or transitioning from aggregate data reporting to EMSTARS reporting at this time or in the near future, please contact [Brenda Clotfelter@doh.state.fl.us](mailto:Brenda.Clotfelter@doh.state.fl.us) or Stephanie Daugherty at StephanieC.Daugherty@doh.state.fl.us. If your agency needs assistance to transition to EMSTARS reporting, or if your agency has questions / concerns about EMSTARS reporting, please contact us.

NEMSIS UPLOAD / NEMSIS TECHNICAL ASSISTANCE CENTER

Florida continues to be a “stand out” state with its participation in the national program, NEMSIS. Florida has over 1.8 million incident records in the national database. Florida ranks number two in number of records submitted to NEMSIS.

The NEMSIS National Reporting System based upon the National EMS Data Base is now available! The web-based system can be found on the NEMSIS web site (www.nemsis.org) under the Data Center tab (click on “Data Reporting, then “National Reports” and then “Dynamic Reports”). You will notice Florida’s data is now incorporated in the national reports.

Visit and use the reports and, most importantly, provide the NEMSIS Technical Assistance Center (NEMSIS TAC) feedback regarding the usefulness of the reports. They are striving to provide the best possible product and need feedback to enhance the impact of the national reports on the EMS system as a whole.

VENDOR COMPLIANCE

Vendors continue to work toward EMSTARS verification. As of May 2010, thirteen vendors are EMSTARS compliant and four others are in the process of testing. For additional details on the status of the vendor compliance, visit www.FloridaEMSTARS.com or email Juan Esparza at Juan_Esparza@doh.state.fl.us.

PARTNERSHIPS

The EMSTARS Project Team continues to work in partnership with the EMSAC Data Committee, as well as the other EMSAC committees and constituency groups. The 2010-2012 Strategic Plan has been drafted in concert with all of these committees.

This initiative exemplifies the commitment to identifying and acting upon the numerous opportunities Florida has to lead the nation in improving patient care and patient outcomes. The team has enjoyed working with all of you over the past several years. Thanks from the Data Unit and Project Team!

Brenda Clotfelter is the EMSTARS Project Manager and can be contacted by e-mail at Brenda.Clotfelter@doh.state.fl.us. Please contact her if you have questions or need assistance with EMSTARS. Visit www.FloridaEMSTARS.com for additional information.

EMERGENCY MEDICAL REVIEW COMMITTEE

The EMRC has continued its dedication to hold conference calls and face-to-face meetings. This committee has continued to provide a mechanism for statewide EMS data analysis and review for the purpose of statewide and national quality improvement initiatives.

Congratulations to the recent appointments to the Emergency Medical Review Committee (EMRC). The new members are as follows:

Lieutenant Benjamin S. Abes (Non-fire based position)
Lee County Emergency Medical Services

Michael G. Hall, NREMT-P, MA, MBA (Private ambulance position)
Nature Coast EMS

Elizabeth Barnett Pathak, PhD, MSPH, FAHA (Educational/Researcher position)
University of South Florida

Andrew James Kerwin, MD (Trauma position)
TraumaOne Shands Jacksonville Medical Center

Art Garcia (At large position)
Retired

The Private Ambulance, Educational/Researcher, Trauma and At Large positions are new positions on the EMRC. Art Garcia has retired but has been appointed to the At Large Position. Lieutenant Benjamin S. Abes has been appointed to the Non-fire Based position that Art Garcia previously represented.

The EMRC continues to assist the Bureau of EMS and EMS provider agencies in mapping all report queries to assure data elements and data subset elements are appropriate for the report and/or research being examined.

The EMRC has reviewed over numerous report requests for EMSTARS data since its inception. As the EMSTARS database grows, the EMRC will continue to identify benchmarks, best practices, trend identification and research opportunities for the Florida EMS Community. If you have questions regarding the EMRC, please e-mail Steve McCoy at Steve_McCoy@doh.state.fl.us.

COMPLIANCE SECTION

TRAINING

There are 70 schools offering 175 EMT and paramedic training programs. There are currently 560 approved continuing education courses in the state. The following is a breakdown on first time test takers:

2063 EMTs tested between January 1, 2010 and June 1, 2010, 70% passed.

817 Paramedics tested between January 1, 2010 and June 1, 2010, 80% passed.

INSPECTIONS

A total of 73 EMS providers have been inspected this year. 49 of these inspections were announced while 33 were unannounced. Inspectors are continuing to see deficiencies in pediatric supplies and equipment as well as expired personnel files such as ACLS cards, CPR cards and EVOC certificates.

LICENSURE

There are 269 EMS providers currently licensed in the state with over 4000 permitted vehicles.. **The Bureau is consistently receiving applications that are missing documents and/or are incomplete. Please review your application thoroughly for all required information before submitting.**

911 PUBLIC SAFETY TELECOMMUNICATOR

Legislation has made certification mandatory effective October 1, 2012. To date we have 1270 state certified dispatchers and 14 approved equivalency courses. If you have any questions, please contact Rebecca Cash @ 850-245-4440 ext. *2725 or Rebecca_cash@doh.state.fl.us.

STATEWIDE PLANNING SECTION

INVESTIGATIONS

The Investigations Unit within the Bureau of Emergency Medical Services continues to operate in conjunction with Medical Quality Assurance (MQA) in regards to the investigation of complaints against EMTs and paramedics. Upon completion of the investigative process, case files are sent to the Prosecution Services Unit within the Bureau of EMS. Contact Alyshia Dark at (850) 245-4440, ext. *2722 for more information.

Where to Mail Complaints

All complaints against individual **EMTs and/or paramedics** should be sent to:

Florida Department of Health
Medical Quality Assurance
Consumer Services Unit
4052 Bald Cypress Way, Bin C-75
Tallahassee, FL 32399

All complaints against **EMS providers and training centers** should be sent to:

Florida Department of Health
Bureau of EMS
Investigations Unit
4052 Bald Cypress Way, Bin C-18,
Tallahassee, FL 32399

January through May 2010
Complaints received in MQA
EMT: 122
Paramedic: 86

Investigations Unit within the Bureau of EMS processed the following:

42 Felony investigations
10 Complaint investigations

Prosecution Services Unit processed the following:

21 Closure Orders and/or Letters

EMSC FEDERAL PARTNERSHIP GRANT

On March 8, the bureau was awarded a non-competing, continuation EMSC federal partnership grant in the amount of 130,000. The grant began on March 8, 2010 and ends on February 28, 2011. The primary goals of the grant are: to improve and expand the degree to which Florida EMS has ensured the operational capacity to provide pediatric emergency care; to adopt requirements in Florida for pediatric emergency education for the licensure/certification renewal of EMTs and paramedics; and to improve and expand the degree to which Florida has established permanence of EMSC in the Florida EMS system.

NEW EMSC PROGRAM MANAGER

The EMSC program is pleased to announce that Melissa Keahey has joined the EMSC team as the Florida EMSC Program Manager. She will work closely with the EMSC Advisory Committee in the implementation of the National EMSC Performance Measures and the EMSC grant goals and objectives. Melissa can be reached at (850) 245-4440, extension *2686.

PEDIATRIC RECERTIFICATION RULE LANGUAGE

The EMSC Advisory Committee Education Workgroup developed and finalized rule language that requires a minimum of two hours of pediatric continuing education for EMT and paramedic recertification. The rule language was adopted on May 27.

PEDIATRIC DISASTER PREPAREDNESS RESOURCES AVAILABLE

In an effort to improve the education and training of initial emergency responders across the EMSC continuum of care, complementary copies of the following resources are available to EMS provider agencies, EMS initial training centers and hospital emergency rooms:

- Broselow Pediatric Antidotes for Chemical Warfare Tape
- JumpSTART/START Cards
- K.I.D. Kit

If your organization is interested in receiving the above mentioned items, please contact Melissa Keahey at the following:

Melissa Keahey, EMSC Program Manager
Florida Department of Health
Bureau of Emergency Medical Services
4052 Bald Cypress Way, Bin C18
Tallahassee, FL 32399-1738
Phone: (850) 245-4440, extension *2686

Funding for these resources was provided by the Health Resources and Services Administration (HRSA) Bioterrorism Preparedness Grant.

COUNTY GOVERNMENT GRANTS

This year, 64 of the 67 county governments applied for and were awarded county grants totaling \$4.7 million. The bureau will be glad to provide, upon request, a specific list of the counties and amounts awarded to each for this fiscal year.

Forthcoming. There is no specific date set, but we expect to begin accepting new application forms this year from the county governments sometime this fall. When we begin, we will place on the state EMS grant website the announcement for this and the amounts set aside for each county government, plus send the information by direct mail to all 67 county governments and their lead EMS person.

MATCHING GRANTS

The bureau is currently in the process of reviewing matching grant applications recommended for funding by the EMS Matching Grants Review Team.

It is anticipated that award announcements will be made within the next few weeks.

We will provide a specific list of the awards upon your request after they become final. Also, at present, we now have a link on the EMS website of all awards for the past three years prior to this year.

Forthcoming. We expect to begin accepting applications for matching grants sometime this fall. When we do, we will place on the state EMS grant website the announcement for this, and also direct mail the announcement to EMS organizations.

EMS GRANT CONTACT INFORMATION

As always, let us know if you have any questions or suggestions about the content of this report or any aspect of the state EMS grant process.

E-mail. demo_ems@doh.state.fl.us

Web Page. <http://www.fl-ems.com/Grants/Grants.html>

Telephone: (850) 245-4444, extension *2782, *2773, or *2734.

Addendum

Office of Injury Prevention (OIP)

Contact Lisa VanderWerf-Hourigan, Director, Office of Injury Prevention; Division of Emergency Medical Operations at (850) 245-4440, ext. 2776 for further information.

PERSONNEL

Freida Travis' Retirement

- After 35 years, Freida Travis retired on April 30, 2010. Freida held many positions in the Bureau of Emergency Medical Services where she was a staff member from 1976-2003. She was with the Office of Injury Prevention since 2003.

Staff Changes

- Towana Bonnett accepted the position of Planning Manager within the Office of Injury Prevention in March 2010. Ms. Bonnett will manage the Safe Kids Florida Program, the Special Needs Occupant Protection Grant and the CDC Grant.
- Leilani Gruener has accepted Freida Travis's position and now serves as the Bike Helmet Grant Manager.
- The two vacant positions-Government Operations Consultant II (formerly Towana and Lani's positions) have been approved for advertisement.

FLORIDA INJURY PREVENTION ADVISORY COUCNIL (FIPAC)

- The next Florida Injury Prevention Advisory Council (FIPAC) meeting will be held on June 22-23 in Tampa, Florida at the Crowne Plaza Tampa Westshore.
- The Florida Injury Prevention Advisory Council (FIPAC) and Strategic Plan Goal Teams will continue to work on the five plan goals, objectives, and strategies to implement the 2010 Florida Injury Prevention Action Plan and to provide input for the 2011 Florida Injury Prevention Action Plan.
- The goals for the 2009-2013 plan are: Infrastructure (including data and evaluation), Collaboration, Senior Falls, Early Childhood Drowning and Training. Within the Senior Falls and Early Childhood Drowning goals, creation of a state coalition for each of these issues is planned.
- For more information, please contact Lisa VanderWerf-Hourigan (850) 245-4440, ext. *2776 or Lisa.VanderWerf-Hourigan@doh.state.fl.us or Leilani Gruener at (850) 245-4440, ext. 2466 or Leilani.Gruener@doh.state.fl.us.

2009-2013 FLORIDA INJURY PREVENTION STRATEGIC PLAN

- The 2009-2013 Florida Injury Prevention Strategic Plan is available on the OIP website at <http://www.doh.state.fl.us/injury/reports.html>. Hard copies are also available upon request.
- The 2009-2013 Florida Injury Prevention Strategic Plan serves as a successor to the 2004-2008 Plan, which is considered nationally as a model state plan.
- For more information, please contact Leilani Gruener at (850) 245-4440, ext. *2466 or Leilani_Gruener@doh.state.fl.us.

2010 INJURY PREVENTION AWARD NOMINATIONS

- The Office of Injury Prevention (OIP), in partnership with the Florida Injury Prevention Advisory Council (FIPAC), annually recognizes an influential individual who has demonstrated commitment to injury prevention. Nomination applications must be **received by September 1, 2010** and are available on the Office of Injury Prevention website: www.doh.state.fl.us/injury.
- The 2010 Injury Prevention Award will be presented at the Fall Florida Injury Prevention Advisory Council meeting.
- For more information about the injury prevention award, please contact Kyla Shelton at (850) 245-4440, ext. *2729 or Kyla_Shelton@doh.state.fl.us or Leilani Gruener at (850)245-4440, ext. *2466 or Leilani_Gruener@doh.state.fl.us.

FIRST STATEWIDE SENIOR FALLS PREVENTION COALITION MEETING HELD

- Falls are the leading cause of injury-related deaths, hospitalizations, and emergency room visits for Florida's senior population.
- The Office of Injury Prevention, the Department of Elder Affairs (DOEA), Communities for a Lifetime Initiative, and the Florida Injury Prevention Advisory Council - Goal Team 3 held the initial meeting for the Statewide Senior Falls Prevention Coalition on May 21, 2010. The initial meeting was held as a WebEx meeting. The coalition will be assisting the Goal team #3 and the OIP in the development of a statewide senior falls prevention strategic plan.
- For more information regarding the Statewide Senior Falls Prevention Coalition, please contact Lisa VanderWerf-Hourigan at (850) 245-4440, ext. *2776 or Lisa_VanderWerf-Hourigan@doh.state.fl.us or Leilani Gruener at (850) 245-4440, ext. *2466 or Leilani_Gruener@doh.state.fl.us.

PROGRAMS & INJURY PREVENTION AREAS

Bicycle Helmet Promotion Program Grant

- The Office of Injury Prevention (OIP) received on December 18, 2009 the 2009-2010 grant award of \$133,309.00 for the Bicycle Helmet Promotion Program from the Florida Department of Transportation. This was almost an \$11,000 increase over last year's grant.
- This grant has made it possible for free bicycle helmets to be available for low-income children in all 67 counties, with nearly 85,000 helmets distributed since 2003.
- From 2003-2008, the hospitalization rate for non-fatal traumatic brain injuries sustained in bicycle crashes among residents ages 5-14 **decreased 57%**.
- For more information regarding bike safety and helmet fitting training, please contact Leilani Gruener at (850) 245-4440, ext. *2466, or [Leilani Gruener@doh.state.fl.us](mailto:Leilani.Gruener@doh.state.fl.us).

CDC GRANT CORE I – PUBLIC HEALTH INJURY SURVEILLANCE AND PREVENTION AND CORE II –TEEN DATING VIOLENCE PREVENTION – EXTENSIONS

- The Office of Injury Prevention received notice on October 27, 2009 that CDC has granted a no cost one-year extension to the Public Health Injury Surveillance and Prevention-2005-2010 (Core I Grant) and the Teen Dating Violence Grant (Core II Grant). The grants were to end on July 31, 2010 and September 30, 2010 respectively. Both will now end July 31, 2011.
- The long-term goal of the Core I grant is to implement the 2009-2013 Florida Injury Prevention Strategic Plan. The 2009-2013 Florida Injury Prevention Advisory Council, Strategic Plan Goal Team Leaders, and Members will meet in Tampa on June 22-23. Please refer to the Florida Injury Prevention Advisory Council updates within this document for more information.
- The Teen Dating Violence Grant is being implemented by our sister office in the department, The Sexual Violence Prevention Program.
- For more information, please contact Lisa VanderWerf-Hourigan at (850) 245-4440, ext. *2776 or [Lisa VanderWerf-Hourigan@doh.state.fl.us](mailto:Lisa.VanderWerf-Hourigan@doh.state.fl.us) or Leilani Gruener at (850) 245-4440, ext. 2466 or [Leilani Gruener@doh.state.fl.us](mailto:Leilani.Gruener@doh.state.fl.us).

ELDER DRIVER SAFETY INITIATIVE-“THE UNITED WE GUIDE TEAM” RECEIVES A 2010 DAVIS PRODUCTIVITY AWARD

- Florida was one of six states to receive a small grant in June 2008 from the National Center on Senior Transportation (NCST) to develop a statewide older driver safety plan.
- Since Florida has existing older driver programs that are effective within many agencies, the grant funds were used to develop and implement a new community-based pilot project.
- The Elder Driver Safety Initiative team consists of members from: Florida Department of Transportation–Traffic Engineering and Operations, Safety, and Transit), Florida Department of Health–Office of Injury Prevention, Florida Department of Elder Affairs, Florida Department of Highway Safety and Motor Vehicles, Florida Highway Patrol, Florida Commission for the Transportation Disadvantaged and a transportation consultant.
- The goal of the project is to improve the transportation safety and mobility of Florida’s senior population by providing training at the local level to assist seniors within the community to identify transportation options that will be best suited to meet their individual mobility needs.
- The counties selected by the team to pilot this project on mobility management are St. Johns County, through the St. Johns Council on Aging, and Putnam County, through Ride Solutions. Training was completed and both counties began taking calls in August and will continue through December 31, 2009.
- Overall, the project was a success and steps are being taken to plan for implementation throughout the state. The United We Guide Team received a 2010 Davis Productivity Award - Certificate of Commendation for their work on this project.
- For more information, please contact our Injury Epidemiologist, Kyla Shelton, at (850) 245-4440, ext. *2729 or Kyla_Shelton@doh.state.fl.us.

FLORIDA MINORITY OCCUPANT PROTECTION TASK FORCE

- Towana Bonnett, OIP, is as a member of Florida A & M University’s (FAMU) Florida Minority Occupant Protection Task Force.
- FAMU received a Department of Transportation Occupant Protection Grant to promote seat belt usage and occupant protection safety among Blacks and Hispanic in Florida.
- The task force held its first meeting May 26, 2010, in Tallahassee. Tampa will be the first location to extract visual data and start promoting prevention efforts.

- The task force also will have an opportunity to promote seat belt use, booster, and child safety seat use in minorities during The Tom Joyner Family Reunion. This reunion is scheduled during Labor Day weekend in Orlando.
- For more information on the Florida Minority Occupant Protection Task Force, please contact Towana Bonnett at (850) 245-4440, ext *2452 or [Towana Bonnett@doh.state.fl.us](mailto:Towana_Bonnett@doh.state.fl.us).

FLORIDA SPECIAL NEEDS OCCUPANT SAFETY PROGRAM

- The Office of Injury Prevention (OIP) received on December 18, 2009 the 2009-2010 grant award of \$106,308.00 for the Florida Special Needs Occupant Safety Program from the Florida Department of Transportation.
- This grant provides specialized car seats to eight children's hospitals. These seats are loaned to families for the safe transportation of children with special health care needs who are unable to use a regular child safety seat.
- Program sites are located in following cities: Ft. Myers, Gainesville, Hollywood, Miami, Orlando, Pensacola, St. Petersburg, and Tampa.
- Sacred Heart Hospital, in Pensacola, is the newest Special Needs Occupant Protection Program Site. The OIP is excited to provide this vital service in one of Florida's underserved areas. Mr. Marc Fuller serves as Sacred Heart's Special Needs Program Coordinator.
- A Special Needs Occupant Protection Training was held May 13-14, 2010 in Pensacola, Fl for new program staff.
- For more information, please contact Towana Bonnett at (850) 245-4440, ext *2452 or [Towana Bonnett@doh.state.fl.us](mailto:Towana_Bonnett@doh.state.fl.us) or Lisa VanderWerf-Hourigan at (850) 245-4440, ext. *2776 or Lisa_VanderWerf-Hourigan@doh.state.fl.us.

INJURY PREVENTION 101 COURSE — SATELLITE BROADCAST

- The Office of Injury Prevention and the Florida Injury Prevention Advisory Council offered the Injury Prevention 101 course through a distance learning satellite broadcast and webinar on March 30, 2010. Over 590 individuals participated in the course.
- DVDs of the course are available upon request.
- For more information and suggestions concerning this initiative, please contact Heather McHenry at (850) 245-4440, ext. *2700 or [Heather McHenry@doh.state.fl.us](mailto:Heather_McHenry@doh.state.fl.us).

MOTORCYCLE SAFETY COALITION

- The Office of Injury Prevention is a member of the Department of Transportation's Motorcycle Safety Coalition. The next meeting will be August 25-26 in Tampa, Florida.
- Visit <http://www.ridesmartflorida.com/> to review some of the coalition's efforts.
- For more information, please contact our Injury Epidemiologist, Kyla Shelton, at (850) 245-4440, ext. 2729, Kyla_Shelton@doh.state.fl.us.

WATER SAFETY & DROWNING PREVENTION MARKETING SYMPOSIUM HELD

- The 2010 Water Safety and Drowning Prevention Marketing Symposium was held in Ft. Lauderdale at Broward Medical Center on June 2.
- The agenda featured Florida's New Water Safety and Drowning Prevention Campaign- WaterproofFL-“Pool Safety is Everyone's Responsibility”. Ron Sachs Communication staff gave an overview of the campaign and fielded questions from the audience.
- Other speakers included: Andrew Leone from the Children's Services Council who presented on Capacity Building: Marketing and Messaging, Wendy Barsell and Jennifer Hatfield-Florida Swimming Pool Association, who provided an update on state and federal legislation, and representatives from Lee, Collier and Broward Counties who provided a summary of their water safety and drowning prevention initiatives.
- For more information, please contact Lisa VanderWerf-Hourigan at (850) 245-4440, ext. *2776 or Lisa_VanderWerf-Hourigan@doh.state.fl.us or Leilani Gruener at (850) 245-4440, ext. *2466 or Leilani_Gruener@doh.state.fl.us.

COMMUNITY AND STATE INJURY PREVENTION RESOURCES MEETING – URBAN PILOT

- Goal Two of the 2009-13 Florida Injury Prevention Strategic Plan is - Facilitate opportunities to collaborate prevention efforts in: Traffic Safety, Poisoning, Interpersonal Violence, Suicide, Child Maltreatment and other injuries. A strategy under this goal is to conduct two pilot (urban and rural areas) Community and State Injury Prevention Resources meetings focusing on local resources for Traffic Safety, Poisoning, Interpersonal Violence, Suicide, Child Maltreatment, and other injuries.
- The first pilot meeting, Miami-Dade County (urban) was held on June 3.

- This meeting brought together over 30 local injury prevention agency representatives stakeholders, and advocates who might not have ordinarily worked with or know each other and their agencies.
- The agenda included an overview of the OIP, Injury Data and focused presentations on the local Poison Control Center, MADD, Traffic Safety and Drowning Prevention.
- Evaluations from the attendees and Goal Team #2 members will be used to design the next community resources meeting for the rural area.
- For more information, please contact Lisa VanderWerf-Hourigan at (850) 245-4440, ext. *2776 or Lisa_VanderWerf-Hourigan@doh.state.fl.us or Leilani Gruener at (850) 245-4440, ext. *2466 or Leilani_Gruener@doh.state.fl.us.

SAFE KIDS FLORIDA

- Safe Kids Florida Coalition and Chapter Coordinators will be meeting June 24 at All Children’s Hospital in St. Petersburg. The focus of the meeting will be child passenger safety issues.
- Collier County and Lake Sumter EMS are the newest Florida Safe Kids State Chapters.
- With this addition, there are eight state chapters covering Bay, Brevard, Collier, Duval/St. Johns/Nassau/Clay, Lake/Sumter, Leon, Marion, and Osceola counties.
- There are ten local coalitions covering Alachua, Bradford, Broward, Columbia, Dade, Dixie, Flagler, Gilchrist, Hillsborough, Lee, Levy, Manatee, Orange, Palm Beach, Pasco, Pinellas, Polk, Sarasota, Seminole, Suwannee, Union, and Volusia counties.
- Safe Kid Florida has representation in 34 counties which represents over 85% of Florida’s 0-14 year old population.
- For more information about Safe Kids Florida, please contact Towana Bonnett at (850) 245-4440, ext *2452 or Towana_Bonnett@doh.state.fl.us or Lisa VanderWerf-Hourigan at (850) 245-4440, ext. *2776 or Lisa_VanderWerf-Hourigan@doh.state.fl.us.

SUICIDE PREVENTION COORDINATING COUNCIL

- In 2008, 2,723 Floridians lost their lives to suicide, a rate of seven people per day.
- Of those, 231 were between the ages of 10 and 24. Tragically, many Florida families and communities have been affected by the suicide deaths of their loved ones, friends, classmates, co-workers, and neighbors.

- Suicide Prevention Day was held on Wednesday, March 24, 2010 at the Capital. It is a statewide annual event in which the Office of Suicide Prevention and Florida Suicide Prevention Coalition are joined in Tallahassee by advocates, survivors, grassroots organizations, other state agencies, and youth to bring suicide to the forefront as a public health issue.
- New Suicide Prevention course (free) assists learners in identifying risk and protective factors. It also presents effective preventive measures. The course is based upon suicide research and practice recommendations that are widely accepted among mental health professionals.
- The training is available to anyone at no charge and is offered alongside several training modules on Florida's Baker Act, the law that governs involuntary examination and treatment of individuals who present a threat to themselves or others because of mental illness.
- All of the courses can be found at <http://www.bakeracttraining.org/>.
- The 2007 Florida Legislature passed a bill to create the Statewide Office of Suicide Prevention within the Office of Drug Control to coordinate and provide oversight to statewide efforts. The bill also established the Suicide Prevention Coordinating Council to advise and make recommendations to the statewide office.
- Lisa VanderWerf-Hourigan, Director, Office of Injury Prevention, represents the Department of Health on this council.
- For more information, please contact Lisa VanderWerf-Hourigan at (850) 245-4440, ext. *2776, or Lisa.VanderWerf-Hourigan@doh.state.fl.us.

WATERPROOF FL- "POOL SAFETY IS EVERYONE'S RESPONSIBILITY" IS FLORIDA'S NEW WATER SAFETY AND DROWNING PREVENTION CAMPAIGN

- The OIP released a Request for Proposal (RFP) in February 2010. Ron Sachs Communications was the successful respondent and was awarded the contract to develop a Water Safety & Drowning Prevention Campaign and toolkit to reduce the number of drowning among Florida's 1-4 years olds.
- **WaterproofFL-"pool safety is everyone's responsibility"** is the campaign's brand and tagline. The campaign promotes the use of **Layers of Protection-1. Supervision 2. Barriers and 3. Emergency Preparedness**. This statewide campaign will provide a unified statewide message that can be used by a variety of stakeholders. Campaign materials will be available in print and electronic format. A website, WaterproofFL.com will be utilized as well as a toll free number.

- The OIP has worked closely with Ron Sachs Communications, the Department of Health's Marketing Director, state plan goal team #4 and community stakeholders on the development of this campaign, which is expected to be complete by early July 2010.
- For more information about the Water Safety & Drowning Prevention Campaign and toolkit, please contact Towana Bonnett at (850) 245-4440, ext *2452 or Towana_Bonnett@doh.state.fl.us or Lisa VanderWerf-Hourigan at (850) 245-4440, ext. *2776 or Lisa_VanderWerf-Hourigan@doh.state.fl.us.

DATA

Injury Data Reports

- 2005-2008 injury death, hospitalization, and emergency department data for each of Florida's 67 counties is available on the Office of Injury Prevention website at: <http://www.doh.state.fl.us/injury/injurydata.html>.
- 1970s-2008 injury death data is available on the Florida CHARTS website at <http://www.floridacharts.com/charts/Domain2.aspx?Domain='04'>.
- County-level School-Aged Child and Adolescent Profiles, which include injury indicators, are available on the Florida CHARTS website at <http://www.floridacharts.com/charts/SpecReport.aspx?RepID=1031552>.
- County-level Pregnancy and Young Child Profiles, which include injury indicators, are available on the Florida CHARTS website at <http://www.floridacharts.com/charts/SpecReport.aspx?RepID=1013450>
- 1999-2008 injury death, 1999-2008 injury hospitalization, and 2005-2008 emergency department data, customized for specific projects, are available upon request.
- For more information, please contact our Injury Epidemiologist, Kyla Shelton, at (850) 245-4440, ext. *2729, Kyla_Shelton@doh.state.fl.us.

SAFE STATES DISASTER EPIDEMIOLOGY SPECIAL INTEREST GROUP (SIG)

- The Office of Injury Prevention is a member of the Safe States' (formerly the State and Territorial Injury Prevention Director's Association [STIPDA]) new Disaster Epidemiology SIG.
- The group's first conference call was held on June 2, 2008. Recently, the group shared their work at the Safe States/CDC Annual Grantees Meeting in Ann Arbor, Michigan.

- For more information, please contact our Injury Epidemiologist, Kyla Shelton, at (850) 245-4440, ext. *2729, Kyla_Shelton@doh.state.fl.us.

SAFE STATES POISONING INJURY SURVEILLANCE WORKGROUP

- The Office of Injury Prevention is a member of the Safe States' new Poisoning Injury Surveillance Workgroup (ISW7).
- The workgroup's first conference call was held July 29th. The workgroup will meet monthly across the next year to develop consensus recommendations for poisoning surveillance definitions and techniques. The next call will be June 14, 2010.
- For more information, please contact our Injury Epidemiologist, Kyla Shelton, at (850) 245-4440, ext. *2729, Kyla_Shelton@doh.state.fl.us.