



**Drowning Prevention Marketing Symposium
Office of Injury Prevention
Doubletree Hotel-Westshore
Tampa, Florida
May 15, 2006**

Summary Minutes

Welcome/Introductions – Lisa VanderWerf-Hourigan, Manager, Office of Injury Prevention

Attending:

**Secretary M. Rony François and Deputy Secretary Nancy Humbert-Department of Health (DOH)
Veronnica Hobbs, Michael Lo, Jane Parker, Lisa VanderWerf-Hourigan-Office of Injury Prevention, DOH**

Angela Lynn-Director of Marketing, DOH

Debbie Atkins-Denny's Restaurants

Mary Batten-Swim 4 Life and Mother of drowning victim and Century 21 Real Estate

Jay Butler-Red Cross Tampa Bay Chapter

Chrissy Cianflone-Safe Kids Worldwide

Carole de Ibern-Mother of drowning victim

Marion Dowling-AAA Auto Club South

Susan Gabriel-U.S. Consumer Product and Safety Commission

Wendy Gordon- Child Safety Solutions

John Hemphill- Centers for Disease Control and Prevention

Karen Liller- Florida Injury Prevention Advisory Council

Jim Manning-United Pool and Spa Association

Bevin Maynard- Greater Tampa Safe Kids and St. Joseph's Children's Advocacy Center

David Oxley-Florida Swimming Pool Association

Lonnie Parizek-Ounce of Prevention Fund of Florida

Wendy Parker-Florida Swimming Pool Association

Arlina Quiñones-Tampa Metro Area YMCA

Marissa Rappa-St. Joseph's Children's Advocacy Center

Jean Shoemaker-Suncoast Safe Kids and All Children's Hospital

Mimi Sutherland-Florida Injury Prevention Advisory Council

Andrea Trout-Red Cross Tampa Bay Chapter

Call to Action and comments – Dr. M. Rony François, Secretary and Nancy Humbert, Deputy Secretary

---Deputy Secretary Humbert spoke of the alarming data and the urgent need for action. It was emphasized that the Secretary's office is in full support of the efforts of this group; identifying zero drownings as the goal for this summer.

---Secretary François gave an overview of drowning facts and myths, emphasizing the need for prevention education for every family in Florida and the Department's commitment to drowning prevention.

Marketing Symposium/CDC Injury Grant Overview – Jane Parker, CDC Grant Manager, Office of Injury Prevention

---Jane Parker provided an overview of the Symposium Goal, Purpose and Objectives. She also explained that the Symposium is a requirement of the CDC Injury Grant.

Statewide Drowning Data – Michael Lo, Injury Epidemiologist, Office of Injury Prevention

---Michael Lo gave a PowerPoint presentation overviewing statewide drowning data for 1999-2003. The data compared Florida drowning deaths to other large population states and southern states. Florida leads the nation in the 1-4 ages drowning death rate and is third in the nation in overall drowning rates. Preliminary 2005 Drowning Data was also presented. Although 2005 preliminary data showed that overall drowning deaths for Florida decreased from 2004, the 1-4 age group deaths rose from 56 in 2004 to 64 in 2005.

SWOT comments and prioritize issues – Group Discussion

---Lisa VanderWerf-Hourigan facilitated the SWOT (Strengths, Weaknesses, Opportunities and Threats) exercise. Following the SWOT exercise the group identified the top priorities using a hand count vote.

---The group members identified three top priorities. The top priorities for the group are:

- 1) Education / Communications (Marketing)
- 2) Traditional and Non-Traditional Partner Collaboration (Partnerships)
- 3) Resource-Sharing (Funding)

Next Steps and Evaluation

---Next Steps

- Develop a distribution list of Symposium Participants
- Establish Workgroups
- Initiate Workgroup Conference Calls
- Develop an action plan from the SWOT Priority Issues

---Evaluation

Positive: Clear focus and laying of groundwork, media presence

Negative: not enough time, need small group discussions, need more corporate sponsor participation, need more media presence and partnership