



Florida Injury Prevention Advisory Council and Goal Teams Meeting Summary Minutes

Office of Injury Prevention
Quorum Hotel - Tampa, Florida June 25 – 26, 2008

Wednesday – June 25, 2008

- **Welcome, Introductions and Opening Remarks** – Lisa VanderWerf-Hourigan, M.S., Director, Office of Injury Prevention (OIP).
Ms. VanderWerf-Hourigan opened the meeting by welcoming everyone and reviewing the contents of the meeting notebook that was provided for each member. Attachment 1 is the attendance list.
- **State Perspective on Falls Prevention for the Senior Population** – Linda Scarpetta, MPH, Injury and Violence, Michigan Department of Community Health.
Ms. Scarpetta presented the process by which Michigan created a state coalition for senior falls prevention and a pilot falls prevention intervention and how Michigan used CDC grant funding to expand the state's Falls Prevention Partnership.
- **National Perspective on Senior Falls Prevention Coalitions** – Lynn Beattie, MPT, MHA, National Council on Aging.
Ms. Beattie reviewed national falls prevention data along with what the National Council on Aging is doing to promote falls prevention activities. She detailed the National Action Plan, possible community interventions and partners and evidence-based fall prevention programs.
- **Office of Injury Prevention Updates** – Lisa VanderWerf-Hourigan, M.S.
Ms. VanderWerf-Hourigan informed the group that a celebration be held to highlight the group's accomplishments in developing and implementing the State Injury Prevention Strategic Plan. Plans for the 2008 FIPAC celebration were discussed to mark the completion of the 2004-2008 Injury Prevention State Plan. It was decided that the celebration evening event would be held Tuesday, October 14, 2008. Several FIPAC members volunteered to sit on a committee to plan the celebratory dinner and awards. It was relayed to the group that Ileana Arias, PhD, Director of the National Center of Injury Prevention and Control at the Centers for Disease Control and Prevention, will be attending. See Attachment 2 for the discussion notes.
- **Networking Opportunity** – See Attachment 3.
- **Welcome to the Division of Emergency Medical Operations** – Jennifer Bencie-Fairburn, MD, Director, Division of Emergency Medical Operations.
Dr. Bencie welcomed FIPAC to the Division of Emergency Medical Operations and discussed the upcoming reorganization move of the Office of Injury Prevention into the Division of Emergency Medical Operations.
- **2004 – 2008 Goal Teams Breakout** – Work session on current State Plan Objectives.
- **2004 – 2008 Goal Teams Report**
The Goal Team leaders reported on the current State Plan objectives and which objectives should move forward into the new 2009-2013 State Plan. Current Goal Teams 2 – Funding, 3 – Community Capacity and 8 – Public Policy will be combined under the new Goal Team 1 - Infrastructure. Current Goal Team 4 will maintain the current strategies and will fine-tune the goals regarding the Office of Injury Prevention website



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design and training. All of the strategies in current Goal 5 – Interventions and Goal 6 – Data will be maintained in the new plan. Goal Team 6 will specify that their ongoing strategies are to be completed annually. Of the five strategies in Goal 7 - Evaluation, two have been completed, and one is almost complete. Only one strategy will move into the new plan. One strategy in current Goal 7 will be moved to the new Goal Team 1 for Infrastructure.

- **Lessons Learned – 2003 – 2008** – Lisa VanderWerf-Hourigan, M.S.
Ms. VanderWerf-Hourigan facilitated a discussion on what lessons have been learned from the creation and implementation of the 2004-2008 State Plan that can be used to improve the development and implementation of the upcoming 2009-2013 State Plan. See Attachment 4.



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- **Welcome, Overview of Day One, Preview of Day Two** – Lisa VanderWerf-Hourigan, M.S., Director, Office of Injury Prevention (OIP).
- **Developing SMART Strategies** – Linda Bailey, Project Manager, Office of Public Health Preparedness, Florida Department of Health.
Ms. Bailey instructed FIPAC and Goal Team members on the use of SMART strategies for strategic planning processes.
- **2009 – 2013 Goal Teams** – Work session to start development of strategies under each goal.
- **Report Out by 2009 – 2013 Goal Teams, Discussion and Consensus on Strategies**
Goal Team leaders reported on the strategies for the new Goals in the 2009-2013 plan. Draft strategies are being reviewed by OIP office staff to insure clarification and no overlap of each strategy.
- **Next Steps** - Lisa VanderWerf-Hourigan, M.S.
A meeting evaluation was conducted.
 - Positives - Good information was provided. The meeting was productive. Reorganization of goals was needed and beneficial.
 - Negatives – A few individuals had poor experiences with the hotel.



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Attachment 1

Last Name	First Name	Organization
Akins	Michelle	Florida Department of Health
Austin	Larry	Florida Department of Highway Safety & Motor Vehicles
Bailey	Linda	Florida Department of Health
Baxter	Larry	Florida Department of Elder Affairs, Communities for a Lifetime Bureau
Beattie	Lynn	National Council on Aging
Bencie-Fairburn	Jennifer	Florida Department of Health, Division of Emergency Medical Operations
Byers	Patricia	University of Miami
Carvallo	Nancy	Agency for Healthcare Administration
Chambers-Emerson	JoAnn	Florida Poison Information Center, Tampa General Hospital
Dodd-Noland	Virginia	University of Florida
Gruener	Leilani	Florida Department of Health, Office of Injury Prevention
King	Michele	The Children's Hospital of Southwest Florida
Liller	Karen	University of South Florida
Littnan	Susan	Citrus County Health Department
Lo	Michael	Florida Department of Health, Office of Trauma
Loomas	Wendy	Pinellas County Health Department
Magnole	Cindy	Jackson Memorial Hospital
McCloskey	Steve	Duval County Health Department
McDevitt	Susan	Florida Department of Health, Office of Trauma
Parker	Jane	Florida Department of Health, Office of Injury Prevention
Rappa	Marisa	St. Joseph's Hospital
Richter	Cory	Indian River County Emergency Medical Services
Santos	Joe	Florida Department of Transportation
Santucci	Pamela	Broward County Health Department
Scarpetta	Linda	Michigan Department of Community Health, Injury and Violence
Schulman	Carl	University of Miami
Shelton	Kyla	Florida Department of Health, Office of Injury Prevention
Shoemaker	Jean	All Children's Hospital/ Suncoast Safe Kids
Smith	Keely	St. Joseph's Hospital
Summers	David	St. Mary's Trauma Center
Sutherland	Marilyn	University of Miami
Travis	Freida	Florida Department of Health, Office of Injury Prevention
VanderWerf-Hourigan	Lisa	Florida Department of Health, Office of Injury Prevention
White	Elizabeth	Florida Department of Health, Children's Medical Services



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Attachment 2: Office of Injury Prevention Updates

Celebration Discussion Summary Points

Tuesday, October 14, 2008 Evening Celebration
FIPAC Meeting October 14 and 15

Other potential invitees:

DOH Executive Management – current and past
CDC Staff

Dr. Hunt, Division Director
John Hemphill, Grant Project Officer
Angela Marr, Grant Team Leader

Explore using this celebration as an advocacy opportunity to inform others of what we are doing, consider

CEO's of Health Plans
Legislators (State and Federal)

Press Release / Publicize the Event

Suggestions from FIPAC/Goal Team Members

-Corporations, invite bike helmet and car seat manufacturers, Helmets-R-Us. (Steve McCloskey organized an event with Helmets-R-Us. Steve can help us with ideas as to how we can find a sponsor/agency).

-Can secure a room in Tampa General (as a backup). No cost for the room in Tampa General.

Other sites to consider:

University of South Florida
MOSI Museum
Aquarium
Zoo

Hotel site must be close to celebration site to facilitate ease of transportation between meeting hotel and celebration site.

Volunteers for the Planning Committee include:

JoAnn Chambers-Emerson – Tampa General Hospital Poison Control Center
Marisa Rappa – St. Joseph's Hospital, Tampa
Mimi Sutherland – University of Miami
Elizabeth White – Children's Medical Services, Central Headquarters, Tallahassee
Jean Shoemaker – All Children's Hospital, St. Petersburg
Karen Liller – University of South Florida, Tampa
And Office of Injury Prevention Staff



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Attachment 3 - Updates from FIPAC, Goal Team Leaders, and Members:

Lt. Colonel Larry Austin – Florida Highway Patrol

Announced this was going to be his last meeting. Lt. Colonel Austin will be finishing his DROP with the State of Florida in early Fall. He has been involved since 2003 with the initial strategic planning process. Thank you Lt. Colonel Austin for your participation and commitment to injury prevention!

Michele King – Child Advocacy Program, The Children’s Hospital of Southwest Florida
The CHSWFL is now the lead agency for the Lee County Safe Kids Coalition. Elizabeth Moreno, a Child Advocate at the CH is now the Safe Kids Coordinator. The coalition held a Summer Fun Fair/Gear up for Safety Event in which 26 community partners participated and over 400 people attended. The Coalition has held 2 Gear Up For Safety programs at summer camps so far for our inner city tweens. Programs very well received and we hope to do more this summer. The CHSWFL has also just started a Safe Kids Chapter in Collier County to address their injury prevention needs. Water safety remains a priority as Southwest Florida has had 14 children under 5 yrs of age nearly drown this year to date and 4 drowning deaths in this age group to date. Safe Pool Parties are planned at public pools one Saturday per month all summer long. The SWFL Drowning Prevention Committee continues to meet to plan and conduct water safety events and educational opportunities. The CHSWFL hosted the Coping with Crying - Train the Trainer Program (Shaken Baby Syndrome Prevention) presented by Janet Goree to nurse representatives from our three hospitals that have birthing suites. We hope to somehow formalize this education for our new parents who deliver at our hospitals. The CHSWFL received a grant to expand their child advocacy programs into Collier County. Areas of focus will be child passenger safety, health education, and child abuse prevention.

Karen Liller – University of South Florida

Things are moving forward with our sports injury prevention registry which is a collaboration between the University of South Florida College of Public Health and the University of South Florida’s Sports Medicine and Athletic Related Trauma Institute (SMART). We have completed one year of data and are preparing publications and presentations related to the findings. The certified athletic trainers hired by SMART have collected injury data among high school athletes in 10 public schools in west-central Florida. Our data includes descriptive information, exposure, injury mechanisms, injury activities, environmental factors, and other relevant variables. Also, Dr. Liller taught the online “Prevention and Control of Unintentional Injuries” course at USF this past spring. It went very well and she strongly encourages state employees and others interested to sign up for the course next spring!

Susan Littnan – Citrus County Health Department

Citrus Partnership in Health is a networking organization of community agencies. Presentations are provided at quarterly meetings by member organizations on health and injury prevention projects. West Central Community Traffic Safety Team-Citrus and Hernando Counties. “Problem locations” with issues such as signage, signals and speed problems are corrected monthly. The Sheriffs office conducted the “Battle of the Belts” at the three Citrus High Schools for seat belt compliance. The best performance was 95%. The new “Buckle Up Florida” campaign is promoted with all county vehicles carrying a window sticker for the event. 400 window stickers were also provided for county employee vehicles. Falls Prevention – Health Educator from the CHD



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conducts presentations for senior groups like TOPS and congregate dining facilities, along with training for home health providers. The “Be Head Smart Seniors” program has been presented for two groups of seniors. Poison Prevention – Dr. Shawn Anderson, a pharmacist from UF, presented a program on prescription drug and OTC drug poisoning for the CCHD staff and also for senior groups. The poison center from Jacksonville provided a representative and materials for 700 people at the World’s Greatest Baby Shower. Water Safety – 500 water watcher tags were provided for the 2 community pools and at the Sheriffs Safety for the Summer event. Water safety materials from the DOH were provided for all pre-K classes. Car Seat Safety – 460 car seats and boosters were provided at low cost for county families in 2007 through the CHD with a grant from the DOT. Car seat inspections at the CHD and community events have an average monthly misuse rate of 80.7%. CPS education is provided monthly for childbirth classes at both hospitals. 3 hour training is provided for each child protective investigator from the Sheriffs Office to give them basic car seat safety awareness. Child Passenger Safety Technician Class – the National Certification class will be provided on July 30, 31, Aug. 1 and 2 at the Williston Police Department. The Citrus County Health Department CPS instructor is partnering with the Instructor from Shands Hospital to conduct the training.

Michael Lo – Florida Department of Health, Office of Trauma

Copies of the first ever Florida Trauma System Research and Data Report released by the Office of Trauma this spring, containing profiles of over a dozen trauma research studies and traumatic injury data profiles for 2005 for each of Florida's 19 trauma service areas, have been distributed to the FIPAC audience. Copies of the "Red-Light Running" brochure, designed to educate the motoring public about the existence of Florida's trauma system supported in part by funding from red-light running fines, have also been distributed to the FIPAC audience. Additional copies of the brochure are available for distribution statewide by CHD IP Liaisons through their local driver's license offices. The trauma office is tracking and will report periodically on three trauma system outcome indicators to measure and improve the current performance of Florida's trauma system: trauma system mortality rate, rate of unplanned readmissions, and rate of unplanned admissions or readmissions to ICU. Finally, CDC released an RFP in May for new CDC-funded injury control research centers, of which there are currently none in Florida. The trauma office will forward the RFP via the new Traumacomm listserv, which is now open to subscribers.

Wendy Loomas – Pinellas County Health Department

The Pinellas Fall Prevention Coalition just received an EMS grant for over \$21,000 to conduct a series of train the trainer sessions that will sustain balance and awareness training throughout the county well beyond the one-year grant period. There are over 30 classes planned to train over 100 citizens and professionals. Falls are the #1 reason for 911 calls in Pinellas, and the population of residents over 65 is higher than the nation and the state, so this begins to address this injury risk. The local drowning prevention campaign has included full-page ads in three issues of *Parent Guide* magazine, which reaches parents of young children throughout Tampa Bay, a picture matching the ad on the home page of the CHD website, an exercise calendar and Parent Health Bulletin that included information on water safety, and two media appearances. The IP Liaison for Pinellas CHD is currently the Chair of the local DV Task Force and is bringing the public health perspective to that field locally, which has resulted in its first strategic plan, a workgroup on primary prevention, and a rejuvenated and increasing membership.



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Joe Santos – Florida Department of Transportation

The Click-it or Ticket campaign is a statewide initiative that coordinates with law enforcement agencies. Safeandmobileseniors.org is a one stop shop for transportation safety information and resources concerning Florida's mature drivers and pedestrians. Existing Department of Transportation work includes an evidence-based GIS application to target problem crash areas/roadways segments for all roads. Another recent initiative targets system-wide intersection improvements. The strategic Highway Safety plan includes a tracking tool which individuals can find at <http://www2.dot.state.fl.us/safetyprogramtracking>. SHSP areas include vulnerable road users, aggressive drives, intersections and lane departures.

Pamela Santucci – Broward County Health Department

Pamela Santucci reported on the status of Broward's Drowning Prevention Pilot Project. Qualitative research, consisting of focus groups among parents of young children (who are also pool owners and reside in the designated project zip codes), was recently conducted. An integral component of Broward's drowning prevention project, the findings provided valuable information and feedback on drowning prevention communication concepts, images, and media habits of the selected group. These findings will now be incorporated into campaign messages, graphics, and promotional materials. The revised drowning prevention campaign will then be implemented in the test market, as part of a community public outreach plan. Pam also updated the group on her recent efforts to train Broward Sheriff's Office Child Protective Investigations Section (CPIS) staff on drowning prevention. A review of drowning deaths over the past few years has shown that on several occasions, Broward investigators had visited homes prior to the occurrence of a drowning or near-drowning. Investigators will now be more observant of the potential hazards when they visit homes and be in a position to make recommendations for prevention. In addition, the investigators were provided with a sufficient supply of drowning prevention materials, including Florida Department of Health Water Watcher tags.

Kyla Shelton – Florida Department of Health, Office of Injury Prevention

The new Injury Data Report is complete and the 2005 Surveillance Data is available on the OIP website. New county by county, age and mechanism specific injury death, hospitalization and emergency department visit data are also available on the OIP website. The OIP injury data fact sheets are still under development. Three mini-fact sheets on the OIP program, drowning and senior falls were developed and distributed at appropriate meetings/events.

David Summers – Saint Mary's Trauma Center

Saint Mary's Trauma Center participated in and/or coordinated "Walk your Child to School Day" last October, and was one of the seven target counties that participated in the University of Miami's "WALKSAFE" program. SAFEKIDS – Palm Beach County has discussed the long-term project of building a "Safety Village" on land offered by Palm Beach County Fire Rescue (PBCFR). Donated Foundation funding has been planned. Collaborative efforts have continued with PBCFR toward the latest Community Safety Video on Childhood Obesity. The current video production on lightning safety was aired on the County Government Television program station during the month of May and will continue to be aired intermittently in the future. PBCFR and SAFEKIDS – Palm Beach County continue to utilize the RiskWatch injury prevention program in area elementary schools and recently assisted with the new format of an assembly presentation instead of smaller groups. The new format was a success. The Drowning Coalition of Palm



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Beach County is distributing of a DVD program targeting the homeowners with pools by working with the local Regional Realtor Associations and distributing the DVDs during an educational session. The goal is for the Realtor to give the DVD out to anyone they sell a home to that has a residential pool. Local Miami area high school students have created an injury awareness DVD, "On the Beaten Path" that focuses on destructive decisions and the effects of you DUI. The DVD will be distributed to the 23 high schools in Palm Beach County this fall through the drivers education or health classes. The program has been evaluated and endorsed/approved by the school district of Palm Beach County.



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Attachment 4 – Lessons Learned 2003 - 2008:

Office of Injury Prevention

- Eight goals are too many for a five-year strategic plan.
- Our initial strategic plan was overly optimistic regarding the time allowed to complete goal implementation.
- Annually, review plan goals and strategies and revise them, if they are no longer feasible or relevant.
- Annual action plans keep the group focused on plan implementation.
- Goal teams need to meet regularly via conference calls between face-to-face meetings.
- Regular communication needed between OIP staff and Goal Team Leaders to foster collaboration.
- Data drives our initiatives.
- Schedule face-to-face meetings at the same time each year, i.e. the second week in October and the second week in May.
- Readdress should we have officers for FIPAC? The current bylaws have only a rotating chairperson.

FIPAC and Goal Team Members

- Members felt more communication and interaction was needed between the OIP and FIPAC members.
- Like the idea of co-chairs for the Goal Teams.
- Like set meeting schedule. Schedule cannot conflict with BSCIP, EMS and other major meetings.
 - The second week in October is not good for the Trauma Surgeons.
 - EMS is meeting in the next few weeks to decide on a new 3 times a year schedule.
- Members would like to see more intentional injury prevention work. Capacity building in this area.
- Leadership of the OIP has been good.
- FIPAC does not need officers. Individual members are able to contact other professionals to express ideas and opinions. Bylaws will need to be changed to reflect no officers.