

the Health advisor

Florida Department of Health

Mission: Promote and protect health and safety of all Floridians

April 1999

Volunteer Services documents \$49 million in donated goods & services

A volunteer is someone very special who helps others get a job done. They usually arrive when the workload is the greatest, the outlook the bleakest, and the job the hardest. They are not interested in compensation, only in doing a good job and making things a little better for their fellow man. They come in all sorts of shapes and sizes, colors and social classes. They can type, file, photograph, organize, distribute, sew or manage. And they are usually smiling — smiling because they are doing something that they want to be doing and they are making a difference.

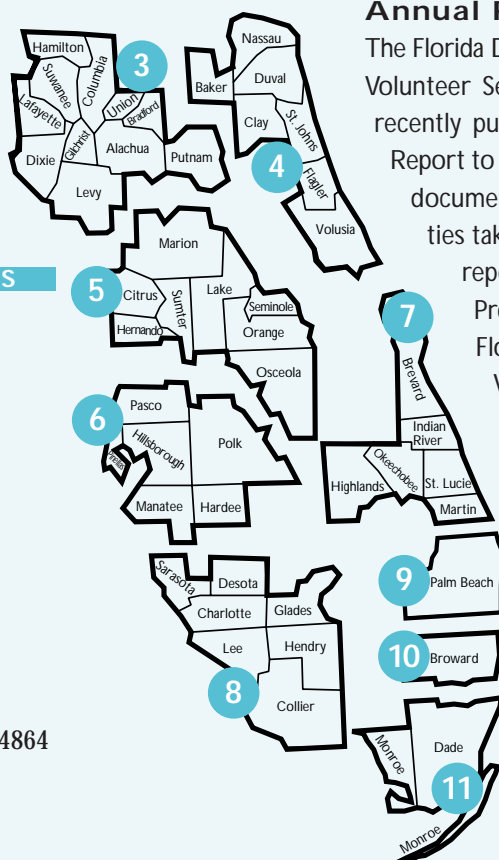
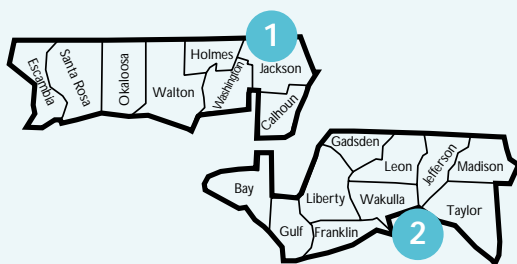
The Department of Health had the pleasure of working with over 15,000 of these wonderful volunteers last year. Some of them, like Dr. Robert Steele in Taylor County, provided free medical services to indigent clients. Some, like Dr. Larry Williamson in Brevard County, provided free dental services without remuneration. Polk County utilized volunteers to provide language translation for their clients that speak little or no English. Several stories of how volunteers are being utilized statewide will be included in future editions of THE ADVISOR.

National Volunteer Week

April 18th — 24th is National Volunteer Week. The department will be holding several receptions statewide to show its sincere appreciation to the generous individuals who help to augment and extend the existing programs of the Department of Health.

Regional Volunteer Coordinators

For more information on a particular program, or to become more familiar with Volunteer Services, please contact the Regional Volunteer Coordinator for your area (see map below). The Department of Health administers the Volunteer Services Program through the Division of Family Health Services. Regional Volunteer Coordinators work with county health department and Children's Medical Services staff to coordinate volunteer efforts in their areas.

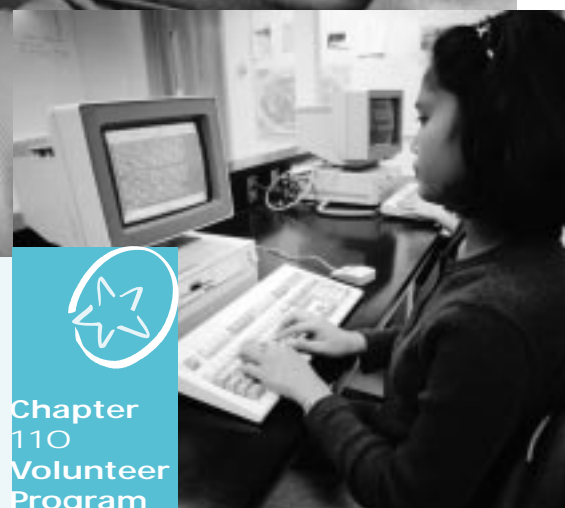


REGIONAL VOLUNTEER COORDINATORS

- REGION 1 Karen Dany, 850/595-6334
- REGION 2 Lat Penland, 850/921-6620
- REGION 3 Kendra Gillum, 352/955-5118
- REGION 4 Pauline Lindstrom, 904/630-3228
- REGION 5 Mark Lundberg, 352/243-0610
- REGION 6 Sonia Hogue, 941/688-5583
- REGION 7 James Kuczek, 561/467-4103
- REGION 8 Wendy Wilderman, 941/332-9546
- REGION 9 Diane Carlson, 561/355-4514
- REGION 10 Renee Cundiff/Vera Sharitt, 954/467-4864
- REGION 11 Maria Ortega, 305/325-3566



Volunteer Health Care Provider Program



Chapter 110 Volunteer Program

Annual Report

The Florida Department of Health Volunteer Services Program has recently published their Annual Report to the Legislature which documents volunteer activities taking place in Florida between July 1, 1997 and June 30, 1998. This report reflects volunteer activities under the Volunteer Health Care Provider Program established in 1992 pursuant to section 766.1115, Florida Statutes, and the longstanding Chapter 110, Florida Statutes, Volunteer Program. Through the efforts of these two programs, over \$49 million in free health care for the needy, and donated goods and services for individuals served by the department was documented.

The Statewide Volunteerism report was made possible through the efforts of the county health departments, Children's Medical Services, the regional volunteer coordinators, the Florida Medical Association, the Florida Dental Association, and various local volunteerism efforts.

To obtain a copy of this report, please contact: Ms. Kim Barnhill; Volunteer Services Program Coordinator; Division of Family Health Services; 2020 Capital Circle Southeast, BIN A13; Tallahassee, FL 32399-1722. Or call 850/487-1321 or Sun-Com 277-1321.

Typhoid Fever confirmed in three Florida counties

EARLY IN JANUARY, THE MIAMI-DADE COUNTY HEALTH DEPARTMENT BEGAN HAVING SUSPECTED CASES OF TYPHOID REPORTED. BY EARLY FEBRUARY, SIX CASES WERE CONFIRMED AND FIVE WERE SUSPECTED. THESE CASES WERE UNUSUAL IN THAT MOST CASES SEEN ARE IN PEOPLE WHO HAVE TRAVELED TO PARTS OF THE WORLD WHERE TYPHOID FEVER IS COMMON. IN ADDITION, PINELLAS COUNTY HAD CONFIRMED ONE CASE AND PALM BEACH COUNTY HAD CONFIRMED ONE AND HAD ONE SUSPECTED CASE. THESE CASES WERE ALSO IN INDIVIDUALS WITHOUT THE USUAL RISK FACTORS.

The Miami-Dade County Health Department Office of Epidemiology, in coordination with Palm Beach and Pinellas counties, began to look for the source by interviewing patients and non-ill persons (controls). After long days and nights of investigation and analysis of the information, a commonality was found — a frozen fruit called mamey that is used by many to make shakes called batidos.

On February 18, a press release was issued with a warning from Secretary Brooks about the cases being related to frozen mamey. "It is important that business owners do not use and residents do not consume this product," he said.

Media throughout the state and country carried the information about the typhoid outbreak and mamey. It was picked up by wire services and included as part of the headline news on America's Health Network. The public was informed that anyone consuming this product and becoming ill should immediately see their physician for testing and treatment.

Florida Agriculture Commissioner Bob Crawford said, "We

Typhoid fever is a generalized infection with symptoms that may include:

sustained fever

headache

tiredness

loss of appetite

rose colored spots on the trunk of the body

dry cough

constipation

diarrhea (not a common symptom)

are working very closely with the Health Department, pulling samples and stopping all sales of this product. We are working with the distributor, retail stores themselves and anywhere else our investigation leads us to make sure that none of this product remains in the marketplace."

According to Dr. Mary Jo Trepka, Director of Epidemiology and Disease Control, "It is not possible to distinguish typhoid fever from other intestinal illness by symptoms only. It must be diagnosed by examination of a blood or stool specimen. With antibiotic treatment, almost all persons fully recover. Typhoid fever can be effectively treated with antibiotics."

Seeking and finding the source of typhoid fever was truly a collaborative effort between the Florida Department of Health, the Florida Department of Agriculture, the Florida Department of Business and Professional Regulation, the Food and Drug Administration, and the Centers for Disease Control and Prevention. Everyone did their part and the health of our citizens was protected.



New office focuses on civil rights laws and minority health

The Department of Health has a new office called the Office of Equal Opportunity and Minority Affairs. Created when the Office of Civil Rights moved from the Division of Administration to the Office of the State Health Officer, this new office focuses on meeting the challenges of the diverse populations throughout the state. In addition to assuring the Department's compliance with federal and state civil rights laws, and policies and procedures relating to equal employment opportunity, the new goal of the office also includes improving the health status of Florida's racial and ethnic minorities.

The health status of members of Florida's ethnic and racial minority communities are significantly lower than the health status of the remainder of the population. Minorities suffer disproportional rates of cancer, stroke, heart disease, diabetes, substance abuse, HIV/AIDS, unintentional injury, suicide, and infant mortality. Many lack adequate access to health care and are underrepresented in the health professions.

Some of the objectives of the office are:

Developing monitoring and tracking tools for programs with minority health goals and objectives;

Developing strategies to target and respond to the unmet needs of Florida's minority and special needs populations;

Maintaining contact with local health departments, community-based organizations, and others to learn about their services to minorities and their ideas for improving minority health;

Building coalitions with minority community leaders;

Improving access to care for minority populations in under-served areas; and

Serving as a liaison to other states, the federal government, and national organizations.

For more information about the Office of Equal Opportunity and Minority Affairs, please call 850/922-3959 or Suncom 292-3959.

— Arlesia Brock, Office of Equal Opportunity and Minority Affairs

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Osteoporosis breaking the silence

Osteoporosis, often called the "silent disease" because it progresses without symptoms, has reached epidemic proportions. The Osteoporosis Prevention and Education Program, a partnership between the Departments of Health and Elder Affairs, is working to help reduce the incidence of osteoporosis and its related fractures through public and professional education.

Estimates suggest that one in two women over fifty and one in eight men over fifty will suffer an osteoporotic fracture. Coupled with the high costs of surgery, rehabilitation and other medical care are the long-term effects of a disabling fracture. Twenty percent of individuals suffering from a hip fracture will be forced to reside in assisted living facilities, and another 50 percent will never be able to walk unassisted again. Approximately 20 percent of those suffering a hip fracture will die within the first year following the fracture.

With public awareness and education, many of these fractures are avoidable. Many people can greatly reduce their risk of developing osteoporosis with a few simple lifestyle changes. For others, osteoporosis can be detected and treated before a fracture occurs; however, the key to prevention and early detection is education. Eighty percent of those affected by osteoporosis are women. Yet, a recent survey of women ages 45-75 indicates that three out of four women have never spoken to their doctor about osteoporosis.

The Florida Departments of Health and Elder Affairs have joined together to create a statewide Osteoporosis Prevention and Education Program to address the need for education. The Department of Health will focus its efforts on children and women under the age of 60, while the Department of Elder Affairs will focus on women over 60 years of age. The departments will work together to educate physicians and other healthcare providers. For more information about the Osteoporosis Prevention and Education Program, contact Susan Tassinari, Osteoporosis Program Manager for the Department of Health, at 850/488-2901.

— Susan Tassinari, Osteoporosis Program Manager



Consumer trends for 2010

A RECENT ARTICLE IN THE AMERICAN DEMOGRAPHICS JOURNAL OUTLINED FOUR MAJOR TRENDS THAT THE PERIODICAL AND THEIR SOURCES PREDICT FOR THE 2010s. THE FOLLOWING IS A SUMMARY OF THAT ARTICLE, AND SOME IMPLICATIONS FOR HEALTH BEHAVIORS, COMMUNICATION AND CUSTOMER SERVICE.

TREND 1 Consumers, under greater time pressures, will value and pay more for services that increase convenience and reduce time spent on unpleasant chores. Services that make life easier will be in great demand.

IMPLICATION All health department customers will need faster and better services. Health behavior change programs that require time commitment (e.g. physical activity), will need to find ways to minimize the time required or find ways to integrate the time required into existing and pleasurable activities.

TREND 2 Consumers will increasingly turn to the Web for a sense of community, not just information. The urge to connect with others will be pervasive. Internet users will be choosier about and more loyal to the websites they visit and reward those websites that provide niche services.

IMPLICATION Public health websites will need to be more "user friendly" and create links to sources that encourage and promote healthy communities.

TREND 3 "Entertainmentization" will dominate the commercial sectors' communication and advertising methods. Retail outlets will stage events, use music CD's, and provide linked video presentations in an attempt to satisfy consumers' needs to transform the ordinary shopping

experience into an extraordinary experience. The connection between body and soul will blur as consumers continue their "obsession" with fitness to improve physical health while consuming record amounts of food to "feed the soul."

IMPLICATION Health programs that can highlight how they improve physical health and improve social or "soul" health will be more readily accepted. Nutrition and physical activity programs will face a special challenge in minimizing the attitude that food feeds the soul and promoting other "healthier" activities (like physical activity with family members) that also feed the soul.

TREND 4 Individualism will take the place of demographic, racial and ethnic groups as the focus of marketing efforts. People will want to be treated as individuals, not just a "female, aged 25-35." Hobbies, interests, values, work challenges and family situations will be important to be acknowledged by marketers. There will be no more homogenous groups.

IMPLICATION Marketing databases that health programs use may need to have more sophisticated segmentation. Relationship marketing by health departments to the public will create a more personal and trusting relationship.

— Shannon Hughes, Bureau of Chronic Disease



International Training with Ghana, Africa



The Department of Health, Bureau of Laboratories participated in an International Training program with the Association of Public Health Laboratories during the month of July, 1998. The program, sponsored by the U. S. Agency for International Development (USAID), is set up to train clinical laboratorians from other countries in areas where they need specific training and to work with the trainees to assure that the knowledge and practices enhanced during this program can be transferred to others within their public health system.

The Bureau of Laboratories acted as the host laboratory for Sarfo Kantanka Amos and Philamena Caulley, both from the Ministry of Health at different locations in Ghana, Africa. The training program set up for Sarfo and Philamena involved bacteriology, parasitology, mycobacteriology, mycology, serology, molecular biology, retrovirology, safety and administration. It was a positive experience for the trainees as well as the laboratory employees. Both trainees were pleased with the information they obtained and eager to update procedures in their home laboratories.

The Florida laboratory employees exposed the visitors to many aspects see GHANA p.4

Getting ready for Year 2000: update on the Department of Health's technology compliance activities

For the past year, the Department of Health has been preparing its statewide systems for Year 2000 compliance. Now all major systems are ready, and we're preparing final certification documents. The next big effort is on specific products and equipment located at each of the individual sites. System administrators agency-wide are checking the status and upgrading or replacing, as needed, computer equipment, software, locally developed computer programs, and products containing embedded computer chips. Each month, they provide a report about the progress

their site has made. During March, an executive-level workgroup will begin meeting to oversee Year 2000 compliance activities. By June 30, 1999, the Department of Health plans to have checked and replaced everything necessary. Check the Year 2000 web site on the Department of Health's intranet for more information and updates.

— Jo Ann Steele, Information Resource Management



Dr. Hartwig (holding certificate) reflects on his 40 years of service with (L to R) Secretary Brooks, Dr. Richard Hunter, and Dr. Les Beitsch.

Dr. Eldert C. Hartwig, Jr., known by his friends as Charles, recently retired after 40 years of public service.

Dr. Hartwig began his career with the state of Florida in 1958 in the Jacksonville Central Laboratory. In 1961, he entered the University of Pittsburgh in a Masters in Public Health Program and remained to receive his Doctorate in Science in 1965.

In 1965, he returned to Florida as a research bacteriologist in the Tampa Branch Laboratory to explore methods of identifying unclassified mycobacteria. Later that year, he was promoted to laboratory director of the Tampa laboratory. As director, in addition to his laboratory duties, he was instrumental in the consultation and construction of the new Tampa Branch Laboratory.

In 1979, Dr. Hartwig was appointed as the assistant director in Jacksonville, where he was selected as the new director of the Office of Laboratory Services in June 1981.

From 1981 to the present time, much was accomplished under Dr. Hartwig's leadership. Here are a few:

- Enhancement was made in the program for licensure and certification of laboratory employees, ensuring that qualified persons are operating properly and efficiently

in laboratories throughout Florida.

- The US Environmental Protection Agency made the Florida Public Health Laboratory the primary laboratory for Florida, thus establishing the Quality Assurance/Water Certification Program to ensure safe drinking water throughout the state.

- At the start of the AIDS epidemic, the Florida state public health laboratory was one of the first in the country to offer testing. To this day, the AIDS laboratory is one of the finest in the nation and incorporates most of the latest technology.

- The Infant Screening Program was a major undertaking. Again, all that technology has to offer is employed to ensure the health of Florida's newborns.

- The use of DNA gene-probes for rapid diagnosis of tuberculosis. Today, this program uses the best in molecular technology to ensure rapid diagnosis and treatment of this disease.

- The building of the central laboratory addition in Jacksonville, through 12 years of persistent effort.

— Bette Rarick, Bureau of Laboratories

YEAR 2000 STATEWIDE COMPLIANT SYSTEMS

- Birth Immunization
- Grants
- Healthy Start
- CIS CMS Component
- CIS HMC
- CMS Case Management
- Billing
- CMS Consolidated Registry
- CMS Vendor Payments
- CPHU Cost Allocation
- Public Health
- Statistics
- SIMS/POIS
- Vital Statistics
- WIC
- MQA/BEST Clone
- Centrax
- Health Clinic Management System

So, that's what they do

DIVISION OF FAMILY HEALTH SERVICES, PUBLIC HEALTH DENTAL PROGRAM

✱ 8.7 million people — 63% of Florida's population on community water systems — receive optimally fluoridated water.

✱ Fluoridating water systems increased 53%, from 75 to 115, over the past 10 years.

✱ Over 2 million additional people have gained access to fluoridated water over the past 10 years (an increase of 54%).

✱ Florida's 115 fluoridating water systems are monitored by the Public Health Dental Program for optimal fluoride level and proper operation. Over 90% of the systems maintain water within the optimal level.

✱ 99,000 school children participate in fluoride mouthrinse programs statewide.

✱ 600 school children not otherwise able to receive dental care are helped annually through the Maternal and Child Health funded Emergency Referral Program, a public-private partnership.

✱ The Statewide Dental Coordinating Council was established in 1997 as Florida's first state-level collaborative volunteer partnership dedicated to improving the oral health of low-income Floridians through the coordinated, integrated efforts of the public and private sectors.

✱ 18,000 low-income children receive sealants yearly through county health department dental clinics.

✱ 69,000 children and adults receive professional dental care yearly through county health department dental programs.



BUREAU OF EMERGENCY MEDICAL SERVICES Angie Mathis gave her bureau's internet site a complete face-lift, adding photo award winners, the Florida EMS Newsletter, ambulance license applications and recertification forms for EMT/paramedics.

BUREAU OF ENVIRONMENTAL EPIDEMIOLOGY Jack Pittman and Larry Waszink developed information for the internet about pesticide poisoning.

KIDCARE Alyson Marmion posts service enrollment data on the internet on a monthly basis and provides links to the KidCare web site. This informs private providers and other interested individuals about the progress of this special health insurance project.

OFFICE OF THE INSPECTOR GENERAL Beth Breier has prepared a new internet site with information about audits and their findings.

OFFICE OF EMERGENCY OPERATIONS This new internet site provides information to other state EO offices about Florida's protocols.

VOLUSIA CHD Became the first field office to have their site linked to the Department of Health intranet. WebManager Richard McNamara developed design standards for his site. The site boasts a personalized welcome message, a local telephone directory, information about services and staff.

THE BUREAU OF FACILITY PROGRAMS AND THE BUREAU OF WATER AND ONSITE SEWAGE Intranet sites have been redesigned

by John Folsom to provide more specific information to Environmental Health employees that require forms and instructions on environmental health issues.

THE DIVISION OF ADMINISTRATION Has recently undergone an intranet site makeover by Janet Martin, Jodi DiMinno, Woody Lewis, Cyndi Smith, and Sara Gamble that increases visual appeal and makes it easier to navigate through information. This is one of the top sites visited by DOH employees.

THE OFFICE OF PLANNING, EVALUATION, AND DATA ANALYSIS This new intranet site provides information, charts, and graphs on vital statistics, public health statistics, and county health management information.

WEBMANAGER OF THE MONTH AWARDS

JANUARY Richard McNamara, Volusia CHD Presented in recognition of improvements made to the Department's intranet site, specifically for making the Volusia County Health Department the first local site to become an official part of the department's internal web, and for designing and implementing local web standards.

FEBRUARY Beth Breier, Office of the Inspector General Presented in recognition of developing web sites on both the Department's intranet and internet sites. These sites enhance knowledge of both employees and the public, as well as promote accountability, integrity, and efficiency in government.

intranet <http://dohiws.doh.state.fl.us>
internet <http://www.doh.state.fl.us>

GHANA from p. 3 of American culture, including a trip to Disney World, and invited them into their homes for dinners and family functions. Sarfo and Philomena were amazed at the number and variety of stores and spent much of their free time shopping in the malls. They have been missed since their departure and the staff looks forward to hearing from them periodically. — *Bette Rarick, Bureau of Laboratories*

We want your Public Health Week stories!



Hope you had a great Public Health Week (April 5-11). Did your division or county health department do something special to mark the event?

If so, please e-mail your stories to Parizek, William so we can share it with our ADVISOR readers.

— Ed.

Congratulations to Dr. Pam Betta, Office of Performance Improvement



Please join us in congratulating Pam Betta, Ph.D., R.N., C., for joining the ranks of only 8500 others world-

wide with the prestigious credential of Certified Professional in Healthcare Quality (CPHQ). The comprehensive CPHQ credential covers the fields of quality, case, utilization and risk management, and emphasizes how all of these programs and processes integrate into an effective system.

Emergency Operations sponsors symposium



Emergency Operations is sponsoring a statewide symposium entitled *Health and Medical Response to Bio-*

logical Terrorism and Weapons of Mass Destruction. The symposium will be held May 6 and 7 at the Hyatt Regency in Tampa. For more informa-

tion, please check the Emergency Operations page on the DOH internet or intranet website.

Alachua County Health Department helps build coalitions at the local level



For the second year in a row, the University of Florida Athletic Association has assisted the Alachua County Health

Department in its goal to further increase the number of immunized children. They are providing an autographed football to the Health Department. When parents bring their child to any of the CHD sites, including the mobile unit, they are registered for the drawing to be held later in the spring.

The University provides players to be at the ceremony when we give the winner the football. Last year, Ed Chester, defensive end, was here to lend a hand to the event. These types of promotions are part of an ongoing relationship the Health Department enjoys not only with the Athletic Association, but many of the colleges of the University, including Medical, Nursing, Dental and Health Related Professions.

— Tom Belcoure, CHD Administrator

The University of Florida Athletic Association helps increase the number of immunized children.

the advisor

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Robert G. Brooks, MD, Secretary

Please send stories preferably on disk or by cc:mail to Parizek, William, by the first of each month.

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