

the health advisor

DOH Mission:

To promote & protect the health & safety of all people in Florida.

July/Aug 2005

RAPE. Talk About It. Prevent It. keychain/calling card, designed by the DOH Marketing Team, was recently selected for the promotional materials award for the National Public Health Education and Health Promotion materials contest. Campaign posters promote social change by encouraging dialogue about prevention and awareness.

RAPE. Talk About It. Prevent It. Campaign Goes "Back to School"



WHEN UNIVERSITY STUDENTS IN FLORIDA BEGIN SCHOOL THIS FALL, THEY WILL BE MET WITH THE DEPARTMENT OF HEALTH SEXUAL VIOLENCE PREVENTION PROGRAM'S (SVPP) CAMPAIGN MESSAGE. THE MESSAGE: **RAPE. TALK ABOUT IT. PREVENT IT.**

The focus of this campaign is to encourage dialogue about rape awareness and prevention in order to promote social change. University advocates will use campaign materials during student orientations, first-year experience classes, and campus events to educate students about primary rape prevention. **RAPE. Talk About It. Prevent It.** public service announcements will be broadcast in university communities as the students begin their fall classes.

Students attending the campaign's activities will receive a phone card/key ring. The key ring will serve as a reminder of the rape prevention messages heard during orientation. Printed on the phone card/key ring is the number to the statewide toll-free sexual violence information/hotline, 888-956-RAPE (7273). Callers

to the information/hotline are automatically connected with the nearest rape crisis center where they can speak with a victim advocate. The phone card/key ring also provides 15 minutes of long distance service.

The **RAPE. Talk About It. Prevent It.** campaign's goal is to promote social change through:

- (1) increasing public awareness of sexual violence and its impact
- (2) challenging potential perpetrators to stop their violent behavior and seek help
- (3) changing attitudes that condone sexual violence or blame the victim
- (4) encouraging behaviors by teens and adults to intervene in situations where attitudes or behaviors that support coercion/assault are exhibited or acted upon

Campaign materials consist of posters and other printed materials, TV and radio public service announcements (PSAs), and promotional items. The topics covered are: Impact of Rape, Bystander Behavior, Alcohol & Date Rape Drugs, Men as Part of the Solution, Risk Reduction, Survivors Speak Out, and Seek Help for Healing. To create a greater impact, the campaign messages are layered in the PSAs, posters, promotional items, and educational materials.

The **RAPE. Talk About It. Prevent It.** campaign was launched in the beginning of 2005. Local community partners providing rape prevention education, county health departments, rape crisis centers, and universities received campaign materials. Training workshops and supportive documents on how to use the campaign materials were also provided. The multi-layered approach is used to disseminate the messages in waves throughout the year to the targeted audience of teenagers and young adults.

Stay Safe/Watch out for Each Other was the major theme of the SVPP's spring break campaign broadcast, where university and high school age young adults frequent the beaches. The **RAPE. Talk About It. Prevent It.** radio spots were aired in those locations, and phone card/key rings along with an educational flyer were distributed in hotels and by disc jockeys on Florida beaches. This year, 50,000 phone card/key rings were distributed to young people at spring break locations.

■ During the month of April, the **RAPE. Talk About It. Prevent It.** campaign materials were used in Sexual Assault Awareness Month events that were planned and implemented by rape crisis centers and the Florida Council Against Sexual Violence.

■ **Study Smart /Stay Safe** care packages containing campaign materials, were distributed through campus victim advocacy centers during the last weeks of spring semester.

■ The back-to-school season is another peak period for the campaign. Public service announcements will be broadcast, and campaign materials will be distributed to university partners to be used during freshman orientations, first year experience classes, and awareness events on campuses. Rape crisis centers who provide rape-prevention education to middle and high school students, will also receive campaign materials to use during the back-to-school season and throughout the year.

■ Curriculum materials are an important layer of the campaign. Rape crisis centers and other organizations funded by grants from the Sexual Violence Prevention Program use the **RAPE. Talk About It. Prevent It.** curriculum and campaign materials for sexual violence prevention education in middle and high schools. Additional curricula continue to be developed.

The Sexual Violence Prevention Program is currently working with interested universities and other partners to help develop campus peer education programs that include men as part of the solution to rape prevention.

The **RAPE. Talk About It. Prevent It.** campaign key messages, including the radio, and television public service announcements were developed by YUM! Advertising & Design, in collaboration with Florida Council Against Sexual Violence and rape crisis centers. The campaign materials can be viewed at the Sexual Violence Prevention Program web site, www.doh.state.fl.us/family/svpp/materials. Visitors to the website will be able to play the radio and television spots, read and print copies of the brochures, and see all six campaign posters.

Additional information about the **RAPE. Talk About It. Prevent It.** campaign is available by calling 850-245-4455. ■

Peggy Prophet, Sexual Violence Prevention Program, Adult & Community Health



Florida Board of Osteopathic Medicine Receives Best of the Boards Award Board Honored for Serving Florida's Indigent

CREATING A CAMPAIGN TO INCREASE THE ACCESSIBILITY OF FLORIDA'S INDIGENT CITIZENS TO ADEQUATE HEALTH CARE BY PROMOTING VOLUNTEERISM, IS JUST ONE THE REASONS THE FLORIDA BOARD OF OSTEOPATHIC MEDICINE WAS HONORED WITH THE 2005 BEST OF THE BOARDS AWARD AT THE ANNUAL ADMINISTRATORS IN MEDICINE (AIM) MEETING IN DALLAS, TEXAS.

Pamela King, Executive Director of the Board of Osteopathic Medicine, submitted the Board's "Boosting Volunteerism to Reduce Access to Care Issues" campaign to AIM under its Outreach or Education category.

"I am very honored that the Administrators in Medicine chose to recognize our Board for their hard work," said King. "This Board truly cares about ensuring that all patients in Florida receive health care services."

According to the Board's submission, 6.8 million individuals in Florida were unable to receive appropriate health care due to financial restraints and/or lack of insurance in 2003. To combat this issue, the Board partnered with the Florida Department of Health's (DOH) Volunteer Health Services Program and the Florida Osteopathic Medical Association.

After creating these partnerships, the Board developed a rule to allow physicians to obtain 10 hours of continuing education credits for providing care to underserved populations. The campaign objectives also included educating osteopathic physicians about the benefits of volunteering and encouraging these physicians to volunteer at county health departments and other health organizations.

"This Board truly cares about ensuring that all patients in Florida receive health care services."

Pamela King, Executive Director of the Board of Osteopathic Medicine

The Board also supported legislation to allow Florida licensed physicians, who are retired, to transfer their full license to a limited license to volunteer. Before this change, physicians had to complete a detailed limited licensure process to obtain a limited licensure to volunteer, regardless if they already had an active full license.

With a 73 percent increase in the number of patients who visited health facilities affiliated with the DOH Volunteer Health Services Program, and an estimated \$223,000 worth of services provided by volunteer osteopathic physicians during the campaign, there was no denying the reasons why AIM selected the Board as this year's best.

see OSTEOPATHIC p. 2



Pamela King, Florida Board of Osteopathic Medicine Executive Director and Christy Robinson, Board Programs Operation Administrator.

Wellness in Pinellas County

PINELLAS COUNTY PROGRAM MANAGER, RICHARD CURTIN, WILL REPRESENT THE PINELLAS COUNTY HEALTH DEPARTMENT AT THE NATIONAL ASSOCIATION OF CITY AND COUNTY HEALTH OFFICIALS—ASSOCIATION OF STATE AND TERRITORIAL HEALTH OFFICIALS (NACCHO-ASTHO) 2005 JOINT PROGRAM IN BOSTON, MA. Curtin will showcase the Pinellas County Health Department's physical activity and nutrition program, Steps to a Healthier Pinellas. The Steps program was chosen as one of 65 out of 226 proposals submitted.

Steps to a Healthier Pinellas is a unique community outreach program, which impacts the diseases of obesity, asthma and diabetes by reducing risk behaviors related to tobacco, physical activity, and nutrition. The program integrates physical activity and nutrition programs with diabetes and asthma programs. The program includes over twelve participating partners: Pinellas County Health Department, Pinellas County Schools, American Lung Association, All Children's Hospital, Bayfront Medical Center, YMCA, Pinellas Cooperative Extension Center, Federally Qualified Community Health Center, Radio Disney, other media partners, and various faith-based organizations.

The five year community-wide marketing campaign is another essential element in making Steps a successful program. The highly visible campaign markets health messages via multiple media outlets such as Radio Disney, and many well attended Disney-sponsored events. After a marketing blitz in the first year, the program has had an effective impact in the intervention areas. The target population contains four contiguous cities in the southern end of Pinellas County; Pinellas Park, Kenneth City, St. Petersburg, and Gulfport, with a combined population of 310,817. This includes the largest proportion of minorities, homeless, youth, impoverished, and less-educated persons with disproportionate health disparities.

One of the innovative nutritional activities of Steps involves participation from local restaurants. The Healthy Kid's Heroes campaign encourages restaurants to offer healthy items on their children's menu, in order to be listed as a Healthy Kid Hero on the Pinellas Wellness website. At least 25 percent of the children's menu must offer healthy choices. Once approved by a project nutritionist, the restaurant receives stickers to display on windows, doors, and menus. Healthy Kid's Heroes participants have grown from 8 to 85 participating restaurants in one year!

Other activities include the Youth Nutrition Team and the Lunch Bunch Program. These programs are distinctive because they are student/youth focused. Youth, not adults, guide the intervention. The nutrition team performs plays that promote nutrition and physical activity to schools and after school programs. In one year the Youth Nutrition Team has grown from 10 to 80 active participants. The STEPS Lunch Bunch Program at Gulf Port Elementary School, sponsored by Pinellas County Schools and YMCA of Greater St. Petersburg, is a voluntary program that provides 10 minutes of exercise, a healthy lunch, and a 20-minute lecture on nutrition and physical activity. It is offered during school lunch periods, three times a week.

Effectiveness of the program is measured through the responses gathered from the intervention areas included in the Behavioral Risk Factor Surveillance Survey (BRFSS) and the Youth Risk Behavior Survey (YRBS). Preliminary survey results have shown declines in certain risk behaviors. Body Mass Index (BMI) is also tracked in all community health centers, the health department, and school systems. Baseline data has been gathered in the first year and will be compared to data collected in year two for effectiveness.

Overall, the program is far exceeding established short-term goals. The long term Healthy People 2010 goals will be evaluated within the next year.

For more information visit the Pinellas County Health Department website at: <http://www.PinellasWellness.com> or the national STEPS site at: <http://www.healthier.us.gov/steps/>.

■ Heidi Keating, Office of Performance Improvement



Pinellas County student enjoys healthier options in the school cafeteria.



Steps program participants get active in the Festival of States parade in St. Pete.



Festival-goers visit the Steps booth at the Festival of States parade.

Are you looking to further your Public Health education? Look no further.

Participate in an exciting, well-established and fully accredited distance learning public health program offered by the University of South Florida's College of Public Health (USFCOPH). Currently, the USF College of Public Health offers two academic programs via online distance learning: Master of Public Health (MPH) in Public Health Practice and online Graduate Certificate in Disaster Management.

Courses are offered in an online format in fall, spring, and summer semesters. Students have to meet minimum technology requirements to participate in online courses. Students can complete almost all degree requirements for the online MPH with minimal on-campus requirements. All requirements for the graduate certificate in disaster management can be completed entirely online. Students are not expected to come to campus for the online certificate. State tuition is subject to legislative action and may change without notice. **Starting fall semester 2005, state employees may be able to register for online public health courses and waive tuition costs. Limited seats will be available starting in the fall in this category and available on a first come, first serve basis only. Additional technology and campus fees will be assessed. Information on how state employees can register for free will be available via the Distance Learning Program.**

For more information on the USF COPH Distance Learning Program, please visit: <http://publichealth.usf.edu/dlp/> ■



OSTEOPATHIC from cover "The Florida Board of Osteopathic Medicine is grateful for the recognition from the Administrators in Medicine," said James Andriole, D.O., chairman of the Board. "We will continue to strive to serve the citizens of Florida to the best of our ability."

The Board's accomplishment impressed DOH Secretary John O. Agwunobi, M.D., M.B.A., M.P.H. and ensured him of the Board's continuous ability to effectively monitor the state's osteopathic professionals.

"I congratulate the Board for its national recognition," said Agwunobi. "By diligently working to regulate Florida's medical professionals, the Board and Florida's Division of Medical Quality Assurance are setting national standards of excellence."

Due to its partnerships, the Board's campaign has been a success with outstanding results. The Board's volunteerism efforts and increase in health care for Florida's indigent citizens has been a standard of DOH's mission to delivery quality health care to all people in Florida. ■

Healthy Aging Newsletter

THE ORANGE COUNTY HEALTH DEPARTMENT, OFFICE OF HEALTH EDUCATION, IS PLEASED TO ANNOUNCE THE AVAILABILITY OF OUR HEALTHY AGING ELECTRONIC NEWSLETTER. This unique newsletter has been in publication for one year and continues to receive positive feedback from its recipients.

The newsletter was created to meet the health information needs of the growing senior population in Central Florida. The goal of Healthy Aging is to provide current health and safety information to seniors and their caregivers. The newsletter was designed

to be a low-cost method to disseminate appropriate health information on aging issues, to the diverse population of seniors in our community.

This newsletter is sent electronically to senior agencies and organizations such as assisted living facilities, senior centers, and senior service agencies, in addition to other county health departments. The recipients are then encouraged to utilize the information to benefit their organizations and the seniors they serve.

Health and safety articles have included such topics as senior falls prevention, pedestrian safety, fire prevention, food safety, osteoporosis, healthy vision, arthritis, and poison prevention. The Office of Health Education will be enhancing and expanding our distribution efforts of Healthy Aging as a result of the growing requests from senior agencies and organizations who wish to receive the newsletter.

For more information or to be placed on the distribution list, please contact Teresa Moran, M.S., Injury Prevention and Safety Coordinator at teresa_moran@doh.state.fl.us. ■

Orange County Health Department, Office of Health Education Awarded Emergency Medical Services Grant

THE ORANGE COUNTY HEALTH DEPARTMENT, OFFICE OF HEALTH EDUCATION, WAS RECENTLY AWARDED A \$13,559 GRANT FROM THE ORANGE COUNTY EMERGENCY MEDICAL SERVICES ADVISORY COUNCIL, TO FUND A SENIOR FALLS PREVENTION INITIATIVE. This grant is for a one-year period and will enable the Office of Health Education to develop, implement and evaluate this important health and safety initiative for seniors.

The Senior Falls Prevention Initiative will focus primarily on the following areas: falls prevention education presentations, establishing a falls prevention partnership and serving as a community resource. Through this initiative, educational opportunities for falls prevention education will be identified. These include presentations in senior centers and exhibits at community events in order to reach our growing senior population.

The goal of this unique initiative is to educate seniors about the underlying causes of falls, while providing intervention strategies. Studies show that there is a need for senior falls prevention education in our community. We will address this need by educating seniors throughout Orange County in an effort to promote modifiable risk factors identified by the Centers for Disease Control and Prevention.

Moreover, through collaborative efforts with Orange County Emergency Medical Services, Orange County Fire Rescue and other senior community organizations and agencies, this initiative will establish an Orange County Senior Falls Prevention Partnership. The partnership will be able to identify and increase collaboration among organizations/agencies with the interest, knowledge, resources and expertise to impact the prevention of senior falls and fall-related injuries.

For more information about our Senior Falls Prevention Initiative, please contact Teresa Moran, M.S., Injury Prevention and Safety Coordinator at teresa_moran@doh.state.fl.us. ■



DOH Launches New Quit Smoking PSAs Targeting Pregnant Mothers and Fathers-To-Be

Media Campaign Educates Floridians of the Dangers of Tobacco Use During and After Pregnancy

THE FLORIDA DEPARTMENT OF HEALTH (DOH) LAUNCHED A MONTH-LONG MEDIA INITIATIVE TO INCREASE AWARENESS OF THE DANGERS OF TOBACCO USE WHILE PREGNANT. This campaign targeted the nearly 18,000 pregnant smokers in Florida and their partners to encourage them to quit this dangerous habit.

“All of Florida’s babies deserve healthy starts, and DOH is committed to educating Florida’s parents about the health risks associated with smoking so they can quit for themselves and their children,” said DOH Secretary John O. Agwunobi, M.D., M.B.A., M.P.H.

Three public service announcements (PSA)—“He’s Pregnant,” “Lifetime” and “Smoking for Two”—aired on both radio and television targeting expecting fathers and mothers with messages about the painful and grave consequences of prenatal tobacco use.

According to the Centers for Disease Control and Prevention, women who smoke during pregnancy are more likely to have a miscarriage or ectopic pregnancy, and more than double their child’s risk of Sudden Infant Death Syndrome (SIDS). Furthermore, infants exposed to smoking, both during pregnancy and after birth, triple their risk for SIDS. Studies show that infants exposed to secondhand smoke are more likely to suffer from asthma, ear infections and respiratory tract irritation. In Florida, a 2000–2001 survey shows one in 12 infants were exposed to secondhand cigarette smoke for at least one hour per day.

The Florida Quit-For-Life-Line (Quitline) is a toll-free hot line for any Floridian who wants to quit smoking.

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Quitline can be accessed at 1-877-U-Can-Now (1-877-822-6669) for counseling sessions and self-help materials in English, Haitian-Creole and Spanish, as well as

pharmacotherapy assistance. Pregnant women in Florida can contact their local health department for information on how to receive free Healthy Start support in becoming or staying smoke free.

PSAs were broadcast on 18 radio stations and 19 television stations throughout Florida, with an emphasis on the areas with the highest incidents of women who smoke during pregnancy—Ft. Myers, Tampa, Gainesville, Tallahassee, Panama City and Citrus County.

For additional information about tobacco use among pregnant women or the new PSAs, contact the Family Health Line at (800) 451-2229 or the DOH web site at www.doh.state.fl.us. ■



The Florida Clean Indoor Air Act (FCIAA)

THE FLORIDA CLEAN INDOOR AIR ACT (FCIAA) WAS ENACTED IN 1986 BY THE FLORIDA LEGISLATURE. ENFORCEMENT RESPONSIBILITY FOR THE FCIAA WAS GIVEN TO THE DEPARTMENT OF HEALTH IN 1988. On November 5, 2002, Florida voters approved Amendment 6, which prohibits smoking in indoor workplaces. Amendment 6 was supported by 70.6 percent of voters. This amendment was the result of a ballot initiative.

This amendment to the Florida Constitution was sponsored by Smoke Free for Health and supported by the American Cancer Society, American Heart Association, the American Lung Association and others.

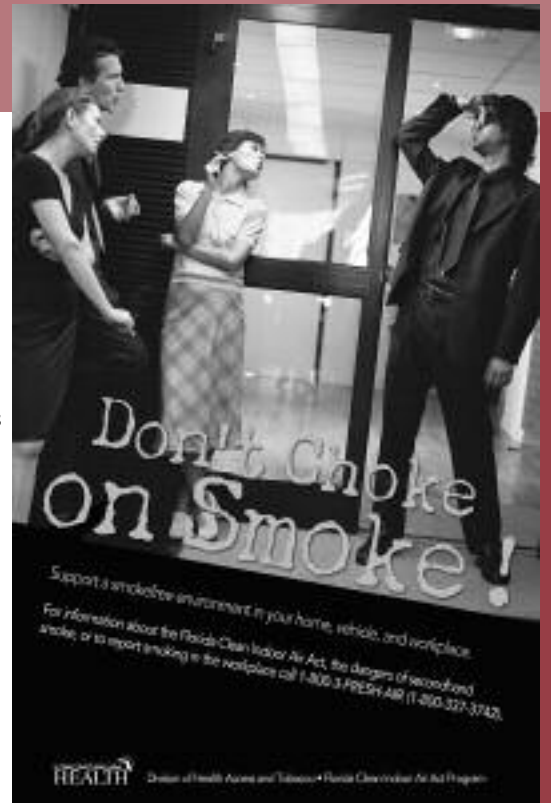
The amendment required the Florida Legislature to draft and enact laws that would ban smoking in enclosed workplaces. On January 7, 2003, Amendment 6 became part of the Florida Constitution. During the 2003 Legislative session (March 4, 2003 through May 2, 2003) lawmakers enacted legislation to enforce compliance.

On July 1, 2003, the new smoking prohibition became effective. The Department of Health, the Department of Business and Professional Regulation (DBPR), the Division of Hotels and Restaurants and the Division of Alcoholic Beverages and Tobacco have enforcement responsibilities for the law. DBPR will check compliance of the FCIAA in those facilities they license (i.e., restaurants, stand-alone bars, billiards, bowling centers and civic/fraternal organizations). The Department of Health has enforcement in all other enclosed indoor workplaces.

Enforcement of the FCIAA is complaint driven. The public can file complaints regarding noncompliance of the law through any of the following avenues:

- Email to: Donna_Arnold@doh.state.fl.us or Sonja_Bradwell@doh.state.fl.us
- Call the toll free number: 800-337-3742
- Mail to: 4052 Bald Cypress Way, Bin C23, Tallahassee, FL 32399-1743
- Fax complaint to: 850-414-7497

The public can also request a copy of Chapter 386, F.S., the Florida Clean Indoor Air Act, the FCIAA brochure, and information on the health effects from exposure to secondhand smoke. ■



Quest for Quality

A New Fiscal Year is the Right Time for Strategic Plans

STRATEGIC PLANNING BRINGS TOGETHER TEAMS TO SHARE THEIR IDEAS, MAP OUT A CLEAR PATH OF THE PRESENT WITH A SHARED VISION FOR THE FUTURE. Strategic plans pull together goals, objectives, and short term strategies into one document for all staff to use in understanding their role in achieving excellence. Strategic development and planning guides decision making and resource allocation. The foundation of strategic planning focuses on your relationship with customers. Understanding customer needs today and anticipating their future requirements builds trust and loyalty.

Here are some questions that every strategic plan should answer:

1. Where are we today?
2. Where do we want to be, and when?
3. How do we get from here to there?
4. Who are our current customers?
5. Who are our future customers?
6. Do we have the ability to implement the plan?

Strategic planning, a key component of the Sterling Criteria framework for organizational excellence, prepares work units for the future.

Interested in more information? Go to the Office of Performance Improvement Intranet site for a sample strategic plan, the 2006 Sterling Criteria for Organizational Performance Excellence, and more on strategic planning.

Quest for Quality will be a regular feature in the Health Advisor. Quest will help translate the Sterling Criteria for Organizational Excellence into everyday strategies that we can use. If you would like to see certain topics addressed in future editions, contact Bonnie Gaughan-Bailey, with the Office of Performance Improvement, via email or by calling Suncom 205-4007. ■

People in Public Health

We Care Program of Clay County Wins Award

THE REINHOLD COMMUNITY SERVICE AWARDS PROGRAM (RCSA) WAS ESTABLISHED IN 1994 IN HONOR OF PAUL E. REINHOLD, FOUNDER OF THE REINHOLD CORPORATION AND SHADOWLAWN FARMS, IN CLAY COUNTY. Believing that individual and civic involvement makes a critical difference in the quality of life of our community, the Reinhold Corporation seeks to recognize and reward organizations and individuals who have provided outstanding community service benefiting Clay County through the annual RCSA awards program.

The We Care program submitted an application outlining the program and all the volunteers that contribute to its success. Volunteers include the St. Vincent's Mobile Health Outreach Ministry, the Clay County Volunteer Free Medical Clinic, and all of the We Care Volunteer specialty physicians. The We Care program of Clay County has received awards of \$500.00 and \$1,000.00 in past years.

This year, the Clay County We Care program was awarded The Paul E. Reinhold Community Service Award of \$10,000. ■

Radiation Control Program Garner National Acclaim for Training Excellence

WORD IS SPREADING FASTER THAN YOU CAN SPELL R-A-D-I-O-A-C-T-I-V-E FOR THE BREAKTHROUGH EFFORTS OF DOH'S BUREAU OF RADIATION CONTROL. The notoriety is a result of the group's development of a comprehensive, in-house training program, which is now touted as a national model.

But the praise was hard won. After losing their entire federal budget for radioactive material training in 1997 and years of struggling to maintain a continual level of proficiency for technical staff, the resourceful group quickly shifted priorities and pooled limited funds to form a Training Action Planning Team.

Working in collaboration with the Polk County Health Department and a bureau-wide training coordinator, the group used feedback from staff surveys to develop a formalized process for grooming hard-to-replace staff typically lost to attrition, transfers and retirement. A total of four months was devoted to researching training needs and conducting staff interviews. The results are paying off.

Today, the customized training is delivered in an interactive, "blended" format, complete with an interesting mix of self-paced modules, hands-on activities and on-site visits. It is also winning widespread praise and sparking interest from a variety of organizations, including the United States Nuclear Regulatory Commission (NRC) who cited the training program as a model in its annual review report. States are also expressing interest in being trained by the Radiation Control Bureau staff and implementing instructional modules produced by the stellar team.

Wave of Acclaim Spreads

■ DOH Office of Performance Improvement awards \$10,000 grant for purchase of training equipment.

■ The Conference of Radiation Control Program Directors (CRCPD), an agency lead for creating training tools for state radiation control staff, showcased a modified version of the Bureau of Radiation Control modules as examples of how in-house training can be implemented.

■ Organization of Agreement States (OAS), the bridge organization to coordinate interests of NRC and agreement states, invited BRC staff to provide an overview of their training program at their last meeting.

■ International Atomic Energy Agency (IAEA) is sending delegates from the Bahamas to their Applied Radiation Physics and Incident Response Training in July.

■ Delegates from France, Mexico and Malaysia visited the bureau to identify good radiation control practices to enhance their programs.

■ The Canadian Radiation Control agency is interested in sending staff to BRC training.

"The contributions being made by the Bureau of Radiation Control are a phenomenal testament to the type of resilience and excellence we strive for," said Department of Health Secretary John O. Agwunobi, M.D., M.B.A., M.P.H. "I am thrilled about our success and growing reputation as a resource to other states and countries."

Seminole County Health Department Applauds Three Courageous Women

SEMINOLE COUNTY HEALTH DEPARTMENT APPLAUDS THE EFFORTS OF THREE COURAGEOUS WOMEN WHO HAVE COMMITTED THEMSELVES TO THE FIGHT AGAINST CANCER—LAURA GRANT, DIANE BLACK AND DEBBIE GERKEN. After raising \$34,000 through their 3rd Annual Community 5K for a Cure in April of this year, these dynamic women donated the monies to increase the number of services for clients who are cared for by the Breast and Cervical Cancer Program at Seminole County Health Department (SCHD).

Thanks to their gracious contribution, the program is now able to provide uninsured women ranging in age from 50 to 64 with additional needed services that may not be covered by the state, such as diagnostic mammograms, sonograms and biopsies. "Laura, Diane and Debbie are inspirational in their commitment and conviction to a cause that we all have been touched by in some way," said SCHD Administrator Michael J. Napier, MS.

SCHD Breast and Cervical Cancer Program is partly funded by the Florida Department of Health, serving clients from Orange, Lake and Seminole counties. Last year, the program was able to assist over 400 women, many of which have been able to seek treatment as a result of early cancer detection.

Early detection is the key to fight this disease. Over 2,800 women died of breast and cervical cancer in the state of Florida in 2003. Steering away from this trend takes great commitment and community involvement. Seminole County Health Department commends Laura Grant, Diane Black and Debbie Gerken, for their exemplary efforts in making our Central Florida community healthier.

For more information about SCHD Breast and Cervical Cancer Program please contact Doris Lenz at (407) 665-3244. ■

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the advisor

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Please send stories & information for the July/August issue by e-mail to Angela Lynn in the Office of Performance Improvement. The Health Advisor is available on the DOH Intranet & Internet websites. Phone: (850) 245-4444, ext. 2122 Fax: (850) 922-0462 e-mail: Angela_Lynn@doh.state.fl.us Suncom: 205-4007 Suncom Fax: 292-0462

Board of Pharmacy Receives Award

THE BOARD OF PHARMACY AND THE BUREAU OF STATEWIDE PHARMACY SERVICES WAS RECOGNIZED AT THE 101ST ANNUAL MEETING OF THE NATIONAL ASSOCIATION OF BOARDS OF PHARMACY (NABP) IN NEW ORLEANS, LA ON TUESDAY, MAY 24, 2005. The Fred T. Mahaffey Award was created by the Past President's of NABP to recognize the board of pharmacy that has demonstrated exemplary performance in advancing the protection of the public health and working with NABP. ■

2005 Gold Standard for Public Health Laboratory Excellence Award

DR. PHILIP AMUSO IS THE RECIPIENT OF THE "2005 GOLD STANDARD FOR PUBLIC HEALTH LABORATORY EXCELLENCE" AWARD, PRESENTED BY THE ASSOCIATION OF PUBLIC HEALTH LABORATORIES AT THEIR 53RD ANNUAL MEETING HELD IN JUNE, IN SALT LAKE CITY, UT. Dr. Amuso, Director of the Tampa Laboratory for the Bureau of Laboratories, was recognized for his leadership and dedication to the advancement of public health laboratory science. He has worked in public health for the State of Florida for the past 30 years. ■