



2009–2013 Florida Injury Prevention Strategic Plan

2011 Action Plan



**2009–2013 Florida Injury Prevention Strategic Plan
2011 Action Plan**

Goal 1: Establish a sustainable infrastructure that provides leadership, funding, data, policy and evaluation for injury prevention.	3
Leadership	3
Data	7
Policy	11
Evaluation	12
Goal 2: Facilitate opportunities for collaborative injury prevention efforts in: Traffic Safety, Poisoning, Interpersonal Violence, Suicide, Child Maltreatment and other injuries.	13
Goal 3: Establish a collaborative effort to provide statewide direction and focus for fall-related injury prevention for Florida’s seniors.	20
Leadership	20
Policy	21
Interventions	23
Data	24
Goal 4: Establish a collaborative effort to provide statewide direction and focus for early childhood water safety and drowning prevention in Florida.	25
Leadership	25
Policy	27
Interventions	28
Data	30
Goal 5: Enhance the skills, knowledge and resources of Florida’s injury prevention workforce.	31



**2009–2013 Florida Injury Prevention Strategic Plan
2011 Action Plan**

Goal 1: Establish a sustainable infrastructure that provides leadership, funding, data, advocacy and evaluation for injury prevention.

**Implementation of the plan is funded by a Centers for Disease Control and Prevention (CDC) grant which ends July 31, 2010. The Office of Injury Prevention will make every attempt to procure additional funding.*

Leadership (Office of Injury Prevention)

Strategy 1A: Establish the 2009–2013 Florida Injury Prevention Advisory Council (FIPAC), Strategic Plan Goal Team Leaders and Strategic Plan Goal Teams which is the advisory infrastructure for the implementation and coordination of injury prevention activities.
— *Complete*

Strategy 1B: Facilitate the involvement of the Florida Injury Prevention Advisory Council and Strategic Plan Goal Teams, in the implementation and coordination of injury prevention activities.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 1B(1): Hold conference calls in April and September with the Florida Injury Prevention Advisory Council and Goal Team Leaders.	Biannually	DOH (OIP)	Lisa VanderWerf-Hourigan	FIPAC and Goal Team Leaders	Calls completed in April and September.	May be accomplished with current funding.
<i>Complete—Conference calls were held April 6, 2011 and July 13, 2011.</i>						
Activity 1B(2): Hold conference calls in February and August with each Goal Team.	Biannually	DOH (OIP)	Lisa VanderWerf-Hourigan	Goal Team Leaders and Goal Teams	Calls completed in February and August.	May be accomplished with current funding.
<i>Complete—Each goal team liaison has been holding conference calls with goal teams monthly, or bimonthly.</i>						
Activity 1B(3): Contact the Goal Team Leaders monthly.	Monthly	DOH (OIP)	Lisa VanderWerf-Hourigan	Goal Team Leaders	Goal Team Leaders are contacted monthly.	May be accomplished with current funding.
<i>Complete—Each goal team liaison has been holding conference calls with goal teams monthly, or bimonthly.</i>						



**2009–2013 Florida Injury Prevention Strategic Plan
2011 Action Plan**

Strategy 1C: Facilitate, maintain and increase collaboration with the community level Department of Health Injury Prevention Liaison Network, which works with local community partners.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 1C(1): Update the CHD/CMS/Headquarters IP Liaison contact list.	By January of each year	DOH (OIP)	Heather McHenry	Injury Prevention Liaisons	Updated completed yearly.	May be accomplished with current funding.
<i>Complete—Completed by Sarah Hinkel-Young on June 29, 2011.</i>						
Activity 1C(2): Designate Injury Prevention Liaison Regions and assign OIP Staff to each region by January 2009.	<i>Complete 2009</i>					
Activity 1C(3): Conduct a survey of current IP liaisons for input to improve communication, training opportunities, etc.	By March of each year	DOH (OIP)	Leilani Gruener	Injury Prevention Liaisons	Survey completed yearly	May be accomplished with current funding.
<i>Complete—IP Liaisons were surveyed for input after the completion of the WaterproofFL campaign in September, 2011.</i>						

Strategy 1D: Develop and maintain a comprehensive Department of Health, Office of Injury Prevention Website.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 1D(1): Assign a staff member to oversee the maintenance of the OIP website.	<i>Complete 2009</i>					
Activity 1D(2): Assign staff members sections of the website to maintain.	<i>Complete 2009</i>					
Activity 1D(3): Staff revisions incorporated.	Quarterly	DOH (OIP)	Leilani Gruener	NA	Staff revisions are incorporated.	May be accomplished with current funding.
<i>Complete—Leilani Gruener has been updating the OIP webpages regularly. A review of links was performed July 1, 2011.</i>						
Activity 1D(4): Goal Team revisions incorporated.	Quarterly	DOH (OIP)	Leilani Gruener	Injury Prevention Stakeholders (IP Stakeholders)	Goal Team revisions are incorporated.	May be accomplished with current funding.
<i>Complete—Goal Team Liaisons have been updating their pages regularly.</i>						



**2009–2013 Florida Injury Prevention Strategic Plan
2011 Action Plan**

Strategy 1E: Facilitate an annual injury prevention award recognizing at least one individual who has demonstrated commitment to injury prevention.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 1E(1): Notice of nomination applications.	By May of each year	DOH (OIP)	Kyla Shelton	Injury Prevention Stakeholders	Notice of Nomination Applications are sent out.	May be accomplished with current funding.
<i>Complete—Hope Henry sent out the notice of nominations.</i>						
Activity 1E(2): Review of nominations by OIP staff.	By September of each year	DOH (OIP)	Kyla Shelton	OIP	Nominations are reviewed.	May be accomplished with current funding.
<i>Postponed—The IP awards were postponed due to staff turnover.</i>						
Activity 1E(3): Committee review of nominations and individual(s).	By September of each year	DOH (OIP)	Injury Prevention Award Committee	NA	Nominations are reviewed by the Award Committee	May be accomplished with current funding.
<i>Postponed—The IP awards were postponed due to staff turnover.</i>						
Activity 1E(4): Injury Prevention Award presented at the Fall Florida Injury Prevention Advisory Council Meeting.	By November of each year	DOH (OIP)	Kyla Shelton	FIPAC, IP Stakeholders	The Injury Prevention Award is presented at the Fall FIPAC meeting.	May be accomplished with current funding.
<i>Postponed—The IP awards were postponed due to staff turnover.</i>						

Strategy 1F: Facilitate at least one injury prevention training for the injury prevention workforce.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 1F(1): Present the Injury Prevention 101 course.	Annually	DOH (OIP)	Kyla Shelton	Injury Prevention 101 Faculty	The Injury Prevention 101 course is presented.	May be accomplished with current funding.
<i>Complete—The IP101 course was recorded to DVD, to be updated biannually and is available upon request.</i>						
Activity 1F(2): Notify injury prevention stakeholders of injury prevention webinars and conference calls.	Quarterly	DOH (OIP)	Heather McHenry	IP Stakeholders	Stakeholders are notified of upcoming injury prevention related webinars and conference calls.	May be accomplished with current funding.
<i>Complete—Stakeholders were sent a calendar of events quarterly.</i>						
Activity 1F(3): Facilitate the CDC Grant required symposium.	<i>Complete—2011. Completed with the closing of the 2011 CDC grant in July 31, 2011.</i>					



**2009–2013 Florida Injury Prevention Strategic Plan
2011 Action Plan**

Strategy 1G: Facilitate the 2005–2010 Centers for Disease Control and Prevention (CDC) Public Health Surveillance and Prevention grant.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 1G(1): Meet financial and program reporting measures in CDC grant.	Annually	DOH (OIP)	Sarah Hinkel-Young	DOH Financial	Financial and Program Reporting measures are met.	May be accomplished with current funding.
<i>Complete—The CDC Grant budget was closed out June 16, 2011 with the end of the state fiscal year. The grant balance was \$0.00.</i>						
Activity 1G(2): Meet performance measures in CDC grant.	Annually	DOH (OIP)	Sarah Hinkel-Young	NA	Performance measures in CDC grant are met.	May be accomplished with current funding.
<i>Complete—GT1 = 88% completed; GT2 = 100% completed; GT3= 96% completed; GT4 = 86% completed; GT5 = 93% completed; 92.5% completed overall (111/120 activities).</i>						

Strategy 1H: Pursue applicable injury prevention funding opportunities.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 1H(1): Subscribe to and monitor listserv announcements.	Ongoing	DOH (OIP)	Lisa VanderWerf-Hourigan	FIPAC	Funding listserv is subscribed to.	May be accomplished with current funding.
<i>Complete—Lisa VanderWerf-Hourigan and Sarah Hinkel-Young subscribe to the CDC and Safe States list serves.</i>						
Activity 1H(2): Network with other injury prevention organizations.	Ongoing	DOH (OIP)	Lisa VanderWerf-Hourigan	FIPAC, IP Stakeholders	New injury organizations are represented on FIPAC and Goal Teams.	May be accomplished with current funding.
<i>Complete—The OIP has participated in injury prevention organizations such as the CDC, Safe States, and SERICN. Lisa VanderWerf-Hourigan attended a Injury Director's meeting in February, Sarah Hinkel-Young will attend the Safe States STAT visit in July.</i>						



**2009–2013 Florida Injury Prevention Strategic Plan
2011 Action Plan**

Data (Data Workgroup)

Strategy 1I: Obtain and format each data source in the Florida Injury Surveillance Data System.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 1I(1): Retrieve the most current complete year of the Death Stat Database from the Florida Department of Health, Office of Vital Statistic's server.	By Oct/Nov of each year	DOH (OIP)	Kyla Shelton	DOH (OVS)	Data obtained and formatted.	May be accomplished with current funding.
Activity 1I(2): Submit a data request to the Florida Agency for Health Care Administration for the most current complete year of Hospital Discharge Data and Emergency Department Discharge Data.	By July/Aug of each year	DOH (OIP)	Kyla Shelton	AHCA	Data obtained and formatted.	May be accomplished with current funding.
<i>In Progress—Quarters 1–3 Hospital Discharge Data requested and received.</i>						
Activity 1I(3): Submit a data request to the Florida Department of Highway Safety and Motor Vehicles for the most current complete year of the Traffic Crash Records Database.	By Sept/Oct of each year	DOH (OIP)	Kyla Shelton	DHSMV	Data obtained and formatted.	May be accomplished with current funding.
Activity 1I(4): Submit a data request to the Florida Department of Law Enforcement for the most current complete year of the Medical Examiner's Report on Drugs Identified in Deceased Persons Database.	By June of each year	DOH (OIP)	Kyla Shelton	FDLE	Data obtained and formatted.	May be accomplished with current funding.
<i>In Progress—Data request submitted on June 29, 2011, data will be delivered in July.</i>						
Activity 1I(5): Incorporate Injury Severity Scores into the formatted hospital discharge and emergency department databases.	By December of each year	DOH (OIP)	Kyla Shelton	Michael Lo	Injury Severity Scores added to the formatted databases.	May be accomplished with current funding.



**2009–2013 Florida Injury Prevention Strategic Plan
2011 Action Plan**

Strategy 1J: Analyze injury data sources to complete required data reports and deliverables.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 1J(1): Complete and submit annual report of injury morbidity and mortality indicators per CDC grant instructions.	By October 31, of each year	DOH (OIP)	Kyla Shelton	NA	Report completed and submitted to CDC by October 31 of each grant year	May be accomplished with current funding.
<i>In Progress—The annual report of 13 fact sheets is complete, but not yet submitted.</i>						
Activity 1J(2): Complete and submit annual Electronic Injury Indicator Spreadsheets per CDC grant instructions.	By August 1, of each year	DOH (OIP)	Kyla Shelton	NA	Spreadsheets completed and submitted to CDC by August 1 of each year	May be accomplished with current funding.
<i>Complete—May 11, 2011.</i>						
Activity 1J(3): Analyze annual injury trends to update the Sterling Quality Improvement Objectives Scorecard.	By October of each year	DOH (OIP)	Kyla Shelton	NA	Objectives updated	May be accomplished with current funding.
Activity 1J(4): Analyze annual injury trends to update the Division of Emergency Medical Operation's Long Range Program Planning Indicators.	By August of each year	DOH (OIP)	Kyla Shelton	NA	Indicators updated	May be accomplished with current funding.
Activity 1J(5): Submit annual injury trends to update the Maternal and Child Health Block Grant's Health Status Indicators and National Performance Measures.	By April 15, of each year	DOH (OIP)	Kyla Shelton	NA	Indicators and measures updated by April 30 of each year	May be accomplished with current funding.
<i>Complete—May 17, 2011.</i>						



**2009–2013 Florida Injury Prevention Strategic Plan
2011 Action Plan**

Strategy 1K: Monitor and evaluate opportunities for new or additional surveillance data sources.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 1K(1): Monitor and report on steps/progress towards the implementation of an All Child Death Review System.	Annually	DOH (CMS), DOH (OIP)	Michele Akins	DCF, DOH (CMS)	Annual Progress Report	May be accomplished with current funding.
<i>Complete—June 30, 2011.</i>						
Activity 1K(2): Evaluate and report on the injury surveillance potential of the Medical Examiner’s database of drugs identified in deceased persons.	<i>Complete 2009</i>					
Activity 1K(3): Monitor and report on steps/progress towards the linkage of medical examiner, law enforcement, and death certificate data in Miami-Dade County.	Annually	Jackson Memorial Healthcare	Steve Dearwater	District 11 Medical Examiners Office	Report Produced	May be accomplished with current funding.
<i>Complete—June 30, 2011. This activity will be discontinued in 2012.</i>						
Activity 1K(4): Monitor and report on Florida’s eligibility for a National Violent Death Review System Grant.	<i>Complete 2009</i>					
Activity 1K(5): Evaluate and report on the potential use and linkage of Trauma Registry Data.	Annually	DOH (OIP, Trauma)	Michael Lo	Data Workgroup	Report Produced	May be accomplished with current funding.
<i>Complete—June 30, 2011.</i>						
Activity 1K(6): Report on projects by the Division of Emergency Medical Operation’s Data Integration Evaluation Team’s progress.	Annually	DOH (DEMO)	Kyla Shelton	Michael Lo, Andrea Slapion, Steve McCoy, Geoffrey Hoare, & Joanne Parrish	Report Produced	May be accomplished with current funding.
<i>Complete—June 30, 2011.</i>						
Activity 1K(7): Monitor and Report on last year’s steps/progress towards a statewide Emergency Medical Services Tracking and Reporting System.	Annually	DOH (EMS)	Joe Nelson	Data Workgroup	Report Produced	May be accomplished with current funding.
<i>Complete—June 30, 2011.</i>						
Activity 1K(8): Monitor and report on patient care tracking abilities within Florida’s Emergency Management Tracking Tool (EM Systems)	<i>Complete 2010</i>					



**2009–2013 Florida Injury Prevention Strategic Plan
2011 Action Plan**

Strategy 1L: Disseminate injury data to stakeholders

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 1L(1): Analyze and present current injury data at injury prevention meetings upon request.	As Requested	DOH (OIP) and Data Workgroup	Kyla Shelton	NA	Number of meetings.	May be accomplished with current funding.
<i>Ongoing—No presentations to date.</i>						
Activity 1L(2): Disseminate injury indicator fact sheets through the OIP website and e-mail distribution lists.	By February of each year	DOH (OIP)	Kyla Shelton	NA	At least 12 fact sheets developed and disseminated.	May be accomplished with current funding.
<i>Complete—13 facts sheets were posted to the OIP Website by February 2011; the FIPAC e-mail distribution list was notified of their availability on May 27, 2011.</i>						
Activity 1L(3): Post county-level injury profiles including age and mechanism on the OIP website.	Annually, within 1 week of availability	DOH (OIP)	Kyla Shelton	NA	Profiles posted to website.	May be accomplished with current funding.
Activity 1L(4): Develop a detailed data analysis request form and post on the OIP website for ad hoc data requests.	By December 31, 2010	DOH (OIP) and Data Workgroup	Kyla Shelton	NA	Form developed and posted to website.	May be accomplished with current funding.
<i>Task Status—Carried over from 2009 and 2010.</i>						
Activity 1L(5): Incorporate GIS technology in injury data analysis and dissemination.	<i>Complete 2009</i>					
Activity 1L(6): Monitor and report on progress towards increased available of injury data on the Florida CHARTS website.	Annually	DOH (OIP)	Kyla Shelton	Florida CHARTS	Report Produced.	May be accomplished with current funding.
<i>Complete—June 30, 2011.</i>						
Activity 1L(7): Analyze and disseminate descriptive statistics on poisoning deaths using a linked death certificate/medical examiner database.	Annually	DOH (OIP)	Kyla Shelton	Florida CHARTS	Results disseminated.	May be accomplished with current funding.
<i>Task Status—Carried over from 2010.</i>						



**2009–2013 Florida Injury Prevention Strategic Plan
2011 Action Plan**

Strategy 1M: Provide data consultation and guidance that supports injury prevention efforts of other goal teams.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 1M(1): Responds to data needs of other goal teams upon request and within 7 working days.	As Requested	DOH (OIP)	Kyla Shelton	Goal Teams	Response provided.	May be accomplished with current funding.
Activity 1M(2): Distribute senior falls and drowning fact sheets to Goal Teams 3 and 4.	Annually	DOH (OIP)	Kyla Shelton	Goal Teams	Fact sheets provided.	May be accomplished with current funding.
Activity 1M(3): Solicit data requests and questions from Goal Teams 3 and 4.	Biannually	DOH (OIP)	Kyla Shelton	Goal Teams	Number of solicitations.	May be accomplished with current funding.

Policy (Office of Injury Prevention)

Strategy 1N: Strengthen policy and public awareness activities to reduce and prevention injuries.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 1N(1): Submit an injury related proposal to DOH management.	Annually	DOH (OIP)	Lisa VanderWerf-Hourigan	FIPAC	Submission of Policy Agenda to DOH management.	May be accomplished with current funding.
Activity 1N(2): Provide updates for Injury Prevention Stakeholders regarding Federal and State Injury Prevention Legislation.	Annually	DOH (OIP)	Lisa VanderWerf-Hourigan	FIPAC, IP Stakeholders	Reports are provided to IP Stakeholders during and after each legislative session.	May be accomplished with current funding.
<i>Complete—Lisa VanderWerf-Hourigan presented current legislation at the April 4, 2011 FIPAC meeting.</i>						



**2009–2013 Florida Injury Prevention Strategic Plan
2011 Action Plan**

Evaluation (Office of Injury Prevention)

Strategy 10: Build injury prevention program evaluation capacity.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 10(1): Identify current injury prevention evaluation methods currently used by injury prevention programs.	By December 2010	DOH (OIP)	Sarah Hinkel-Young	FIPAC	Examples are provided and included on the OIP website.	May be accomplished with current funding.
<i>Complete—Injury prevention evaluation methods were analyzed and reported on in the CDC Core VIPP grant application February 8, 2011.</i>						
Activity 10(2): Identify injury prevention community program planning and evaluation experts who will act as consultants for the injury prevention community and include on the OIP website.	By December 2010	DOH (OIP)	Sarah Hinkel-Young	FIPAC	A listing of program planning and evaluation experts is provided on the OIP website.	May be accomplished with current funding.
<i>Postponed—A list is currently being gathered to report out.</i>						



**2009–2013 Florida Injury Prevention Strategic Plan
2011 Action Plan**

Goal 2: Facilitate opportunities to collaborate prevention efforts in: Traffic Safety, Poisoning, Interpersonal Violence, Suicide, Child Maltreatment and other injuries.

**Implementation of the plan is funded by a Centers for Disease Control and Prevention (CDC) grant which ends July 31, 2010. The Office of Injury Prevention will make every attempt to procure additional funding.*

Strategy 2A: Include a brief update (rotate topics) during each FIPAC and Goal Team meeting on each of the following: Traffic Safety, Poisoning, Interpersonal Violence, Suicide, Child Maltreatment, and other injuries.

Activity	Timeframe	Lead Organization	Contact Person(s)	Partners	Measure(s) of Success	Funding Implications
Activity 2A(1): Select a primary and secondary topic to provide an educational update on during the previous FIPAC meeting.	Biannually	Goal Team 2, DOH (OIP)	Leilani Gruener, Cindy Magnole, and Wendy Loomas	Goal Team 2, FIPAC	Topic selected at previous FIPAC meeting.	May be accomplished with current funding.
<i>Complete—Suicide and an update on the Human Trafficking Broadcast were selected as topics for the Spring meeting. Since the Spring 2011 meeting was shortened and held as a WebEx meeting, only Human Trafficking will be presented.</i> <i>Complete—Due to the shortened timeframe for WebEx meetings, only one educational update was provided during the Spring meeting. Goal Team 2 determined that suicide prevention will be the primary topic for the Fall 2011 meeting as it could not be presented during the Spring meeting. Child Occupant Protection/Vehicular Safety was selected as the secondary topic.</i> <i>*Complete—For the September 2011, FIPAC meeting, bicycle/pedestrian safety was selected as the primary topic.</i>						
Activity 2A(2): Identify and contact a speaker(s) to provide the educational update.	Biannually	DOH (OIP)	Leilani Gruener	Goal Team 2	Speaker(s) confirmed 90 days prior to FIPAC meeting.	May be accomplished with current funding.
<i>Complete—Cindy Magnole provided an overview of Human Trafficking as well as an update on the Human Trafficking Broadcast.</i> <i>Complete—Bevin Maynard, Safe Kids Tampa/St. Joseph’s Children’s Advocacy Center, provided an update on child passenger safety.</i> <i>*Complete—David Henderson, Miami-Dade Metropolitan Planning Organization, provided an overview of bicycle/pedestrian safety.</i>						
Activity 2A(3): Develop an evaluation tool to provide feedback on the educational update.	<i>Complete 2009—Approved by Goal Team 2 members during the September 8, 2009 conference call.</i>					
Activity 2A(4): Educational update is presented to FIPAC.	Biannually	DOH (OIP)	Leilani Gruener	Goal Team 2	Presentation completed.	May be accomplished with current funding.
<i>Complete—April 5, 2011.</i> <i>Complete—July 13, 2011.</i> <i>*Complete—September 28, 2011.</i>						
Activity 2A(5): Conduct an evaluation to provide feedback on the educational update.	Biannually	DOH (OIP)	Leilani Gruener	Goal Team 2	Evaluation of presentation is conducted.	May be accomplished with current funding.
<i>Complete—Spring 2011</i> <i>Complete—The evaluation was sent out on July 13, 2011. Results were provided to Goal Team 2 members.</i> <i>*Complete—Evaluations were filled out at the September 2011 meeting. Results will be provided to Goal Team 2 members when available.</i>						

**Three FIPAC meetings were held in 2011, two WebEx meetings and one in-person meeting.*



**2009–2013 Florida Injury Prevention Strategic Plan
2011 Action Plan**

Strategy 2B: Conduct two pilot Community and State Injury Prevention Resources meetings focusing on local resources for Traffic Safety, Poisoning, Interpersonal Violence, Suicide, Child Maltreatment, and other injuries. One pilot will be held in an urban area and one in a rural area.

Activity	Timeframe	Lead Organization	Contact Person(s)	Partners	Measure(s) of Success	Funding Implications
Activity 2B(1): Determine the urban area to host the pilot meeting by June 2009.	<i>Complete 2009—South Miami has been chosen for the urban pilot project.</i>					
Activity 2B(2): Determine the rural area to host the pilot meeting by December 2009.	<i>Complete 2009—The rural areas served by the Tampa Poison Control Center will be the site for the rural pilot project.</i>					
Activity 2B(3): Determine the ability to use teleconferencing to conduct the regional meetings.	<i>Complete 2010—Teleconferencing could be used for regional meetings that have available teleconferencing sites.</i>					
Activity 2B(4): Pilot Urban Community and State Resources Meeting	<i>Complete 2010 – On June 3, 2010 the Pilot Urban Community and State Resources meeting was held in Miami, Florida.</i>					
Activity 2B(5): Pilot Rural Community and State Resources Meeting						
2B(5)a: Determine date and site location for the meeting.	By February 28, 2010	Goal Team 2	Cindy Magnole and Wendy Loomas	DOH (OIP), FIPAC, IP Stakeholders	The date and site location for the meeting is determined.	May be accomplished with current funding.
<i>In Progress—During the June 2010 FIPAC meeting it was decided to hold the Rural Pilot in conjunction with the Spring 2011 FIPAC meeting. Update (10/5/10)—The Spring 2011 FIPAC meeting has been tentatively scheduled to be held in conjunction with the EMS Advisory Council meeting in Daytona which will not allow the Rural Pilot to be held with the Spring 2011 FIPAC meeting. Update (11/9/10)—The Rural Pilot will be postponed until the next FIPAC meeting is held in Tampa, or it may be held as a separate event in which the OIP will not be able to attend. Update (4/5/11)—It was decided to move forward and try to hold the Rural Pilot, with the OIP staff attending via WebEx or by conference call. A date has not yet been chosen. Complete—On July 18, 2011, a meeting room was reserved for August 24, 2011, at Heartland Hospital in Sebring, Florida.</i>						
2B(5)b: Identify specific needs of the local community.	<i>Complete 2010— During the July 13, 2010 conference call it was decided that topics will include: falls (all ages), motor vehicle traffic (including pedestrian, motorcycle, etc), poisoning and intentional violence (sexual violence, domestic violence and human trafficking).</i>					
2B(5)c: Determine agenda and speakers based on local needs.	60 days prior to the meeting	DOH (OIP)	Leilani Gruener	Goal Team 2, FIPAC, IP Stakeholders	Agenda is finalized at least 60 days prior to the meeting.	May be accomplished with current funding.
<i>Complete—The agenda was provided to Goal Team 2 members on August 8, 2011</i>						
2B(5)d: Identify and invite attendees.	60 days prior to the meeting	Goal Team 2, DOH (OIP)	Leilani Gruener, Cindy Magnole, and Wendy Loomas	FIPAC, IP Stakeholders.	Attendees are identified and meeting invitations are sent out at least 60 days prior to the meeting.	May be accomplished with current funding.
<i>Complete</i>						
2B(5)e: Conduct meeting and administer evaluation.	Meeting Date and 30 days post meeting	DOH (OIP)	Leilani Gruener	Goal Team 2, FIPAC, IP Stakeholders	Meeting is held and evaluated.	May be accomplished with current funding.
<i>Complete—The meeting was held and evaluated on August 24, 2011 in Sebring, Florida. Evaluation results were provided to Goal Team 2 members on September 12, 2011.</i>						



**2009–2013 Florida Injury Prevention Strategic Plan
2011 Action Plan**

Activity	Timeframe	Lead Organization	Contact Person(s)	Partners	Measure(s) of Success	Funding Implications
Activity 2B(6): Develop a toolkit* ¹ to provide a template for the planning and development of regional meetings.	90 days post Rural Pilot meeting	Goal Team 2	Cindy Magnole and Wendy Loomas	DOH (OIP), FIPAC	A toolkit is developed.	May be accomplished with current funding.

Strategy 2C: Establish regional Community and State Injury Prevention Resources meetings focusing on local resources for Traffic Safety, Poisoning, Interpersonal Violence, Suicide, Child Maltreatment, and other injuries.

Activity	Timeframe	Lead Organization	Contact Person(s)	Partners	Measure(s) of Success	Funding Implications
Activity 2C(1): Contact FIPAC members, Safe Kids Coordinators, County Health Departments, CTSTs, Hospitals/ Trauma Centers nursing managers, emergency management and injury prevention coalitions to determine interest in a regional meeting.	By July 31, 2010	DOH (OIP)	Leilani Gruener	Goal Team 2, FIPAC, IP Stakeholders	Injury prevention stakeholders are contacted and interest in a regional meeting is determined.	May be accomplished with current funding.
<i>Timeframes for activities for the regional meetings will be adjusted once the Rural Pilot Meeting has been completed.</i>						
Activity 2C(2): Provide the toolkit to local community liaisons for meeting planning and development.	Within 30 days of contact	DOH (OIP)	Leilani Gruener	Goal Team 2, FIPAC	The toolkit is provided.	May be accomplished with current funding.
Activity 2C(3): Determine the possibility of hosting multiple regional meetings simultaneously via teleconference.	By January 31, 2011	DOH (OIP)	Leilani Gruener	Goal Team 2, FIPAC	Capability of hosting multiple meetings via teleconference is determined.	May be accomplished with current funding.
Activity 2C(4): Community and State Resources Meeting(s)						
2C(4)a: Determine site location(s) and date for the meeting(s).	Within 30 days of contact	Goal Team 2	Cindy Magnole and Wendy Loomas	DOH (OIP), FIPAC, IP Stakeholders	The date and site location for the meeting is determined.	May be accomplished with current funding.

¹ **Planning and Development Toolkit** – Resources to assist local injury prevention stakeholders in organizing a Community and State Resources meeting. Resources might include: a list of steps for planning the meeting, individuals and organizations to include, and lessons learned from previous Community and State Resources meetings.



**2009–2013 Florida Injury Prevention Strategic Plan
2011 Action Plan**

Activity	Timeframe	Lead Organization	Contact Person(s)	Partners	Measure(s) of Success	Funding Implications
2C(4)b: Identify specific needs of the local community.	90 days prior to the meeting	Goal Team 2	Cindy Magnole and Wendy Loomas	DOH (OIP), FIPAC, IP Stakeholders	Needs are identified at least 90 days prior to the meeting.	May be accomplished with current funding.
2C(4)c: Determine agenda and speakers based on local needs.	60 days prior to the meeting	DOH (OIP)	Leilani Gruener	Goal Team 2, FIPAC, IP Stakeholders	Agenda is finalized at least 60 days prior to the meeting.	May be accomplished with current funding.
2C(4)d: Identify and invite attendees.	60 days prior to the meeting	Goal Team 2, DOH (OIP)	Leilani Gruener, Cindy Magnole, and Wendy Loomas	FIPAC, IP Stakeholders.	Attendees are identified and meeting invitations are sent out at least 60 days prior to the meeting.	May be accomplished with current funding.
2C(4)e: Conduct meeting and administer evaluation.	Meeting Date and 30 days post meeting	DOH (OIP)	Leilani Gruener	Goal Team 2, FIPAC, IP Stakeholders	Meeting is held and evaluated.	May require additional funding.

Strategy 2D: Create and maintain a Statewide Injury Prevention Resources Inventory by county and by mechanism.

Activity	Timeframe	Lead Organization	Contact Person(s)	Partners	Measure(s) of Success	Funding Implications
Activity 2D(1): Evaluate past survey tools.	<i>Complete 2009 – April 2007 survey tool sent out to GT2 on July 22, 2009 for review and comments.</i>					
Activity 2D(2): Determine questions needed in survey tool.	<i>Complete 2009 – Questions determined during the September 8, 2009 conference call.</i>					
Activity 2D(3): Develop survey tool.	<i>Complete 2009 – The survey tool has been developed and is a portion of the OIP brochure.</i>					
Activity 2D(4): Administer the developed survey tool at the two pilot meetings.	Dates to be determined	DOH (OIP)	Leilani Gruener	Goal Team 2, FIPAC, IP Stakeholders	The survey tool is administered.	May be accomplished with current funding.
<i>Complete—The survey tool was given at the June 3, 2010 Urban Pilot meeting. Complete—The Rural Pilot meeting was held and evaluated on August 24, 2011 in Sebring, Florida. Evaluation results were provided to Goal Team 2 members on September 12, 2011.</i>						
Activity 2D(5): Review and evaluate survey responses.	30 days post pilot meetings	Goal Team 2	Cindy Magnole and Wendy Loomas	DOH (OIP)	The surveys are evaluated.	May be accomplished with current funding.
<i>Complete—The survey tool given at the June 3, 2010 Urban Pilot meeting and evaluated. Complete- The survey tool was provided at the August 24, 2011 Rural Pilot meeting and evaluated.</i>						
Activity 2D(6): Revise survey tool as needed.	Bi-annually, 30 days post FIPAC meeting	DOH (OIP)	Leilani Gruener	Goal Team 2	The survey tool is revised as needed.	May be accomplished with current funding.



**2009–2013 Florida Injury Prevention Strategic Plan
2011 Action Plan**

Activity	Timeframe	Lead Organization	Contact Person(s)	Partners	Measure(s) of Success	Funding Implications
Activity 2D(7): Determine survey implementation statewide feasibility.	60 days post pilot meetings	Goal Team 2, DOH (OIP)	Leilani Gruener, Cindy Magnole, and Wendy Loomas	FIPAC, IP Stakeholders.	Use of the survey tool statewide is determined.	May be accomplished with current funding.

Strategy 2E: Create and maintain a Statewide Injury Prevention Activity Tracking Tool.

Activity	Timeframe	Lead Organization	Contact Person(s)	Partners	Measure(s) of Success	Funding Implications
Activity 2E(1): Define Injury Prevention Activities, Injury Prevention Projects and Injury Prevention Programs.	<i>Complete 2010—The definitions were approved by the Goal Team as of February 9, 2010.</i>					
Activity 2E(2): Contact the DOH Office of Trauma, the DOH Bureaus of Brain and Spinal Cord and Emergency Medical Services, Florida Safe Kids programs and other injury prevention organizations currently working with the OIP to determine if IP activities within their programs could be tracked with the proposed tracking tool.	<i>Complete 2010—The OIP contacted the offices and organizations during the Spring of 2010.</i>					
Activity 2E(3): Determine the information that should be gathered with the IP activity tracking tool.	<i>Complete 2010—Discussed during the March 9, 2010 conference call.</i>					
Activity 2E(4): Develop the IP activity tracking tool.	<i>Closed Out Until 2012— Due to limited funding, these strategies have been closed out and will be reopened and reviewed during implementation of the 2012 Action Plan.</i>					
Activity 2E(5): Test the IP activity tracking tool within organizations currently working with the OIP, including FIPAC.						
Activity 2E(6): Evaluate the effectiveness of the IP activity tracking tool and revise as necessary.						
Activity 2E(7): Determine IP activity tracking tool statewide implementation feasibility.						



**2009–2013 Florida Injury Prevention Strategic Plan
2011 Action Plan**

Strategy 2F: By July 31, 2011, conduct a satellite broadcast for the injury prevention community on the topic of human trafficking.

Activity	Timeframe	Lead Organization	Contact Person(s)	Partners	Measure(s) of Success	Funding Implications
Activity 2F(1): Determine a date to hold the satellite broadcast.	<i>Complete 2010— Discussed during the November 9, 2010 conference call.</i>					
Activity 2F(2): Determine possible topics and speakers.	By January 31, 2011	Goal Team 2, OIP	Lani Gruener, Cindy Magnole, and Wendy Loomas	FIPAC, IP stakeholders	Possible topics and speakers are determined.	May be accomplished with current funding.
<i>Complete</i>						
Activity 2F(3): Create an agenda.	60 days prior to the broadcast	OIP	Lani Gruener	Goal Team 2, FIPAC, IP stakeholders	An agenda is created.	May be accomplished with current funding.
<i>Complete</i>						
Activity 2F(4): Identify and invite attendees.	60 days prior to the broadcast	Goal Team 2, OIP	Lani Gruener, Cindy Magnole, and Wendy Loomas	FIPAC, IP stakeholders	Attendees are identified and invited to participate in the satellite broadcast.	May be accomplished with current funding.
<i>Complete</i>						
Activity 2F(5): Conduct satellite broadcast and administer evaluation.	By July 31, 2011	Goal Team 2, OIP	Lani Gruener, Cindy Magnole, and Wendy Loomas	FIPAC, IP stakeholders	The satellite broadcast is held and evaluated.	May be accomplished with current funding.
<i>Complete—The broadcast was held on January 6, 2011.</i>						

Strategy 2G: By December 31, 2012, conduct a broadcast for the injury prevention community to provide an overview of the topic of drug abuse.

Activity	Timeframe	Lead Organization	Contact Person(s)	Partners	Measure(s) of Success	Funding Implications
Activity 2G(1): Determine a date to hold the satellite broadcast.	By August 31, 2011	Goal Team 2, OIP	Lani Gruener	FIPAC, IP stakeholders	A date to hold the satellite broadcast is determined.	May be accomplished with current funding.
<i>Complete—On August 9, 2011, the WFSU studios were reserved for March 21, 2012, which is during poison prevention month.</i>						
Activity 2G(2): Determine possible topics and speakers.	By December 31, 2011	Goal Team 2, OIP	Lani Gruener, Cindy Magnole, and Wendy Loomas	FIPAC, IP stakeholders	Possible topics and speakers are determined.	May be accomplished with current funding.
<i>In Progress</i>						



**2009–2013 Florida Injury Prevention Strategic Plan
2011 Action Plan**

Activity	Timeframe	Lead Organization	Contact Person(s)	Partners	Measure(s) of Success	Funding Implications
Activity 2F(3): Create an agenda.	60 days prior to the broadcast	OIP	Lani Gruener	Goal Team 2, FIPAC, IP stakeholders	An agenda is created.	May be accomplished with current funding.
Activity 2F(4): Identify and invite attendees.	60 days prior to the broadcast	Goal Team 2, OIP	Lani Gruener, Cindy Magnole, and Wendy Loomas	FIPAC, IP stakeholders	Attendees are identified and invited to participate in the satellite broadcast.	May be accomplished with current funding.
Activity 2F(5): Conduct satellite broadcast and administer evaluation.	By December 31, 2012	Goal Team 2, OIP	Lani Gruener, Cindy Magnole, and Wendy Loomas	FIPAC, IP stakeholders	The broadcast is held and evaluated.	May required additional funding.



**2009–2013 Florida Injury Prevention Strategic Plan
2011 Action Plan**

Goal 3: Establish a collaborative effort to provide statewide direction and focus for fall-related injury prevention for Florida’s seniors.

**Implementation of the plan is funded by a Centers for Disease Control and Prevention (CDC) grant which ends July 31, 2010. The Office of Injury Prevention will make every attempt to procure additional funding.*

Leadership

Strategy 3A: By November 2009, establish a steering committee of subject matter experts for senior falls prevention. (15-20 committee members) — *Complete 2010*

Strategy 3B: By June 1, 2010, establish a statewide senior falls prevention coalition. — *Complete 2010*

Strategy 3C: By 2012, develop a statewide senior falls prevention plan.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 3C(1): By December 2010, prioritize falls-related injuries to target as part of the Florida Falls-Related Injury Prevention Plan for Seniors.	By December 2010	Florida Senior Falls Prevention Coalition	Michele Mule and Mark Brimer, Goal Team Leaders	Goal Team 3	Injuries are identified	Funding from the CDC grant ends on July 31, 2010, contingent upon additional funding

Complete—Achieved during the August 18, FIPAC WebEx.

Strategy 3D: By November 2009, and quarterly thereafter, identify, review and pursue, if applicable, additional senior falls prevention funding opportunities.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 3D(1): Pursue CDC Appleseed Project Funding (EMS/Public Health interface).	<i>Complete 2009</i>					
Activity 3D(2): Identify foundations whose mission includes senior fall prevention.	<i>Complete 2010</i>					



**2009–2013 Florida Injury Prevention Strategic Plan
2011 Action Plan**

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 3D(3): Develop a list of contacts within companies, corporations, partnerships, and service organizations who support senior falls prevention.	<i>Complete 2010</i>					
Activity 3D(4): Develop a presentation for use in seeking financial support for senior falls prevention efforts.	<i>Complete 2010</i>					
Activity 3D(5): Annually, approach at least one company for financial support for senior falls prevention efforts.	2010-2013	Corporate Partner Taskforce	Mark Tesoro, Corporate Partner Taskforce	Goal Team 3 and FIPAC	One company is approached	May be accomplished with current funding.
<i>Complete—The Florida Medical Association sponsored the 2011 Senior Falls Awareness Day Broadcast.</i>						
Activity 3D(6): Identify grant opportunities for senior falls prevention initiatives.	2010-2013	Funding Taskforce	Diana Silvey, Funding Taskforce Chair	Goal Team 3	Grant opportunities are identified, if they are available	May be accomplished with current funding.
<i>Ongoing—Sarah Hinkel-Young currently writing for Transitional Research Grant for Tai Chi: Moving for Better Balance with Dr. Edwin Olsen. To be submitted October 5, 2011.</i>						

Policy

Strategy 3E: By June 2009, and ongoing thereafter, increase policy and public awareness activities to reduce and prevent senior falls-related injuries.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 3E(1): Contact statewide associations and societies for physicians interested in promoting and advocating for senior falls prevention.	2009-2010	Physician-Association Partner Taskforce	Mark Brimer, Physician-Association Partner Taskforce Chair	Goal Team 3 and AHECs	Associations and Societies are contacted and physicians are identified.	May be accomplished with current funding.
<i>Complete—Heath Action helped with promotion of Senior Falls Awareness Day and provided an article in the upcoming newsletter.</i>						
Activity 3E(2): Develop a senior falls prevention awareness tool for presentation to “baby boom” seniors.	2009-2010	Awareness Tool Taskforce	Don Hughes, Awareness Tool Taskforce Chair	Goal Team 3	Tool is developed	Funding from the CDC grant ends on July 31, 2010, may be contingent upon additional funding
<i>Complete—Don Hughes completed the presentation</i>						



**2009–2013 Florida Injury Prevention Strategic Plan
2011 Action Plan**

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 3E(3): Develop press releases for falls prevention.	2009–2013	DOH (OIP) and DOEA	Michele Mule and Mark Brimer, Goal Team Leaders	Goal Team 3	Press Releases are developed	May be accomplished with current funding.
<i>Complete—A press release has been released for the 2011 Senior Falls Awareness Day. Possible local press releases as well.</i>						
Activity 3E(4): Annually, seek a Governor's proclamation for National Falls Prevention Awareness Day.	2009–2013	DOEA	Michele Mule and Mark Brimer, Goal Team Leaders	OIP and Goal Team 3	Proclamation is signed by Governor	May be accomplished with current funding.
<i>Complete—2011 Governor's Proclamation was obtained.</i>						
Activity 3E(5): Biannually, provide updates for injury prevention stakeholders regarding federal and state senior falls prevention legislation.	2009–2013	DOEA	Michele Mule and Mark Brimer, Goal Team Leaders	Goal Team 3	Proclamation is signed by Governor	May be accomplished with current funding.
<i>Complete—Sarah Hinkel-Young and Lisa VanderWerf-Hourigan gave legislative updates at the April 4, 2011 and June 7, 2011 conference calls.</i>						

Strategy 3F: By October 2009, and ongoing thereafter, provide updates for injury prevention stakeholders regarding federal and state senior falls prevention legislation

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 3F(1): Review filed senior falls prevention related bills prior to Florida's Legislative Session.	2009–2013	DOH (OIP) and DOEA	Michele Mule and Mark Brimer, Goal Team Leaders	Goal Team 3	Senior falls prevention related bills are reviewed prior to Florida's Legislative Session.	May be accomplished with current funding.
<i>Complete—Lisa VanderWerf-Hourigan and Michele Mule completed prior to session.</i>						
Activity 3F(2): Review senior falls prevention related bills that are passed during Florida's Legislative Session and signed by the Governor. Prepare an update for injury prevention stakeholders.	2009–2013	DOH (OIP) and DOEA	Michele Mule and Mark Brimer, Goal Team Leaders	Goal Team 3	Senior falls prevention related bills passed during Florida's Legislative Session and signed by the Governor are reviewed. An update is provided to IP Stakeholders.	May be accomplished with current funding.
<i>Complete—None</i>						
Activity 3F(3): Review senior falls prevention related bills that are passed by the US House of Representatives and the US Senate and signed by the President. Prepare an update for injury prevention stakeholders.	2009–2013	DOH (OIP) and DOEA	Michele Mule and Mark Brimer, Goal Team Leaders	Goal Team 3	Federal senior falls prevention related bills that pass the House and Senate and signed by the President are reviewed. An update is provided to IP Stakeholders.	May be accomplished with current funding.
<i>Complete—None</i>						



**2009–2013 Florida Injury Prevention Strategic Plan
2011 Action Plan**

Interventions

Strategy 3G: By June 2010, and annually thereafter, review, identify and update evidence-based interventions and best practices.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 3G(1): Review work of 2004-2008 Goal Team 5, as it relates to senior falls prevention.	<i>Complete 2010</i>					
Activity 3G(2): Identify and disseminate best practices in fall prevention programs.	2010-2013	Evidence-Based Intervention Taskforce	Patricia Quigley, Evidence-Based Intervention Taskforce		Best practices are identified and disseminated	May be accomplished with current funding.
<i>Complete—Tai Chi: Moving for Better Balance was discussed at the April 4, 2011 meeting. Otago was discussed at the March 8, 2011 meeting. Pat Quigley provided updates regarding best practices April 4, 2010.</i>						
Activity 3G(3): Disseminate any new evidence-based interventions to injury prevention stakeholders.	2011-2013	DOH (OIP) and DOEA	Michele Mule and Mark Brimer, Sarah Hinkel-Young		New evidence-based interventions are disseminated to injury prevention stakeholders	May be accomplished with current funding.
<i>Complete—Tai Chi: Moving for Better Balance was discussed at the March 8, April 4, June 7, and January 11, 2011.</i>						

Strategy 3H: By 2012, identify an evidence-based senior falls prevention intervention that may be replicated statewide.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 3H(1): Identify an evidenced-based senior falls prevention intervention that can be disseminated throughout communities statewide.	2010–2011	OIP and DOEA	Michele Mule, Mark Brimer, Lisa VanderWerf-Hourigan, Sarah Hinkel-Young		Best practices are identified and disseminated	May be accomplished with current funding.
<i>Complete—Sarah Hinkel-Young attended a CDC Technical Assistance meeting September 12-14, 2011 which provided additional information that was shared with goal team members at the September 27-28 FIPAC meeting in Ft. Lauderdale, FL.</i>						
Activity 3H(2): Plan and host a multi-level community based pilot program to introduce senior falls prevention intervention program.	2010–2011	DOH (OIP) and DOEA	Michele Mule, Mark Brimer, Lisa VanderWerf-Hourigan, Sarah Hinkel-Young		New evidence-based community intervention programs are disseminated.	May be accomplished through joint DOEA and OIP current funding.
<i>Complete—Tai Chi: Moving for Better Balance instructor candidate training programs were held in Tampa, December 8-9, Tallahassee, May 19-20, and Miami May 23-24, 2011.</i>						



**2009–2013 Florida Injury Prevention Strategic Plan
2011 Action Plan**

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 3G(3): Disseminate any new evidence-based interventions to injury prevention stakeholders.	2011–2013	DOH (OIP) and DOEA	Michele Mule, Mark Brimer, Lisa VanderWerf-Hourigan, Sarah Hinkel-Young		List of successes and challenges. List of potential expansion opportunities.	May be accomplished through joint DOEA and OIP current funding.
<i>In Progress—A Tai Chi: Moving for Better Balance subcommittee of instructors throughout the state met for the first time on July 19, 2011 to begin evaluation of the multiple programs throughout the state. Evaluation of current classes is under way. Expected completion date is October 2011.</i>						

Strategy 3I: By 2013, implement a pilot project of the identified evidence-based intervention. – Will begin in 2012.

Data

Strategy 3J: By November 2009, and annually thereafter, review senior falls prevention data, disseminate, and present to injury prevention stakeholders as needed.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 3J(1): Review statewide senior falls data provided by Data Workgroup.	2009–2013	DOH (OIP)	Sarah Hinkel-Young	DOEA and Goal Team 3	Review is completed	May be accomplished with current funding.
<i>Complete—2009 Injury Prevention Fact Sheets were sent to Goal Team 3 members on March 8, 2011.</i>						
Activity 3J(2): As needed, collaborate with the Data Workgroup.	2009–2013	Goal Team 3	Michele Mule and Mark Brimer, Goal Team Leaders	DOH (OIP)	Collaboration takes place	May be accomplished with current funding.
<i>Ongoing</i>						



**2009–2013 Florida Injury Prevention Strategic Plan
2011 Action Plan**

Goal 4: Establish a collaborative effort to provide statewide direction and focus for early childhood water safety and drowning prevention in Florida.

**Implementation of the plan is funded by a Centers for Disease Control and Prevention (CDC) grant which ends July 31, 2010. The Office of Injury Prevention will make every attempt to procure additional funding.*

Leadership

Strategy 4A: By January 2010, establish a steering committee of subject matter experts for early childhood water safety and drowning prevention. (Approximately 15-20 committee members). — *Complete 2010*

Strategy 4B: By June 1, 2010, establish a statewide early childhood drowning prevention coalition.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 4B(1): By June 1, 2010, create and send invitations to the initial statewide early childhood drowning prevention coalition meeting.	2010	DOH (OIP) and Goal Team 4 Leaders	Sarah Hinkel-Young	Steering Committee and Goal Team 4	Invitations are sent.	May be accomplished with current funding.
<i>In Progress—The July FIPAC break-out session will be used to identify individuals and schedule the initial meeting. Invitations will be sent out by August 1, 2011.</i>						
Activity 4B(2): By June 1, 2010, hold the initial meeting of the statewide early childhood drowning coalition in conjunction with the Florida Injury Prevention Advisory Council meeting.	2010	DOH (OIP) and Goal Team 4 Leaders	Sarah Hinkel-Young	Steering Committee and Goal Team 4	Initial meeting of the coalition is held.	Funding from the CDC grant ends on July 31, 2010, may be contingent upon additional funding
<i>In Progress—The July FIPAC break-out session will be used to schedule the initial meeting. The initial meeting will be held in conjunction with the fall FIPAC meeting.</i>						

Strategy 4C: By 2012, develop a statewide early childhood water safety and drowning prevention plan. — *Complete 2010*



**2009–2013 Florida Injury Prevention Strategic Plan
2011 Action Plan**

Strategy 4D: By November 2009, then quarterly thereafter, identify, review and pursue if applicable, additional early childhood water safety and drowning prevention funding opportunities.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 4D(1): Pursue supplemental CDC funding for childhood drowning prevention.	<i>Complete 2009</i>					
Activity 4D(2): Identify foundations whose mission includes water safety or early childhood drowning prevention.	2009–2013	DOH (OIP) and Goal Team 4 Leaders	Sarah Hinkel-Young	Goal Team 4 and FIPAC	Foundations are identified.	May be accomplished with current funding.
<i>In Progress—The Katy Foundation has been identified. The July 2011 FIPAC meeting will focus on creating a funding subcommittee to help with this.</i>						
Activity 4D(3): Develop a list of contacts within companies, corporations, partnerships, and service organizations who support childhood drowning prevention.	<i>Complete 2010</i>					
Activity 4D(4): Develop a presentation for use in seeking financial support for early childhood drowning prevention efforts.	2010	DOH (OIP) and Goal Team 4 Leaders	Sarah Hinkel-Young	Goal Team 4 and FIPAC	A presentation is developed.	May be accomplished with current funding.
<i>Ongoing—The funding subcommittee will need to redo this presentation.</i>						
Activity 4D(5): Annually, approach at least one company for financial support for early childhood drowning prevention efforts.	2010-2013	DOH (OIP) and Goal Team 4 Leaders	Sarah Hinkel-Young	Goal Team 4 and FIPAC	One company is approached.	May be accomplished with current funding.
<i>Ongoing—This will be a function of the funding subcommittee.</i>						
Activity 4D(6): Identify grant opportunities for early childhood drowning prevention initiatives.	2010-2013	DOH (OIP) and Goal Team 4 Leaders	Sarah Hinkel-Young	Goal Team 4 and FIPAC	Grant opportunities are identified, if they are available.	May be accomplished with current funding.
<i>Ongoing—This will be a function of the funding subcommittee.</i>						



**2009–2013 Florida Injury Prevention Strategic Plan
2011 Action Plan**

Policy

Strategy 4E: By 2010, and ongoing thereafter, increase policy and public awareness activities to reduce and prevent early childhood drowning.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 4E(1): Develop an early childhood drowning prevention awareness toll kit to be used statewide.	<i>Complete 2010</i>					
Activity 4E(2): Develop a uniform water safety and drowning prevention message.	<i>Complete 2010</i>					
Activity 4E(3): Develop press releases for early childhood drowning prevention.	2009–2013	DOH (OIP)	Sarah Hinkel-Young	Goal Team 4		
<i>Complete—A press release was issued for WaterproofFL in June, 2011. Several county health departments issued press releases as well in July, 2011.</i>						
Activity 4E(4): Biannually, provide updates for injury prevention stakeholders regarding federal and state early childhood drowning prevention legislation.	2009–2013	DOH (OIP)	Sarah Hinkel-Young	Goal Team 4		
<i>Complete—Elizabeth White and Karen Macauley provided an update at the July 2011 FIPAC break-out session for goal team 4.</i>						
Activity 4E(5): Review OIP website to ensure the drowning prevention information posted is updated and current.	2009–2013	DOH (OIP)	Sarah Hinkel-Young	Goal Team 4		
<i>Complete—Sarah Hinkel-Young has submitted a GT4 page.</i>						



**2009–2013 Florida Injury Prevention Strategic Plan
2011 Action Plan**

Strategy 4F: Provide updates for injury prevention stakeholders regarding federal and state early childhood water safety and drowning prevention legislation.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 4F(1): Review filed early childhood drowning prevention related bills prior to Florida’s Legislative Session.	2009–2013	DOH (OIP)	Sarah Hinkel-Young	Goal Team 4	Updates are provided	May be accomplished with current funding.
<i>Complete—Elizabeth White completed for 2010 Legislative Session. No bills.</i>						
Activity 4F(2): Review early childhood drowning prevention related bills that are passed during Florida’s Legislative Session and signed by the Governor. Prepare an update for injury prevention stakeholders.	2009–2013	DOH (OIP)	Sarah Hinkel-Young	Goal Team 4	Updates are provided	May be accomplished with current funding.
<i>Complete—Elizabeth White completed for 2010 Legislative Session. No bills.</i>						
Activity 4F(3): Review early childhood drowning prevention related bills that are passed by the US House of Representatives and the US Senate and signed by the President. Prepare an update for injury prevention stakeholders.	2009–2013	DOH (OIP)	Sarah Hinkel-Young	Goal Team 4	Updates are provided	May be accomplished with current funding.
<i>Complete—Elizabeth White completed for 2010 Legislative Session. No bills.</i>						

Interventions

Strategy 4G: By June 2010, then annually thereafter, review and disseminate evidence-based interventions and best practices.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 4G(1): Review work of the 2006-2008 top 10 county health department early childhood drowning prevention campaigns.	<i>Complete 2010</i>					
Activity 4G(2): Identify and disseminate best practices for early childhood drowning prevention.	Ongoing 2011–2012		Sarah Hinkel-Young		Best practices are identified and disseminated.	None.
<i>Complete—Current best practices were reviewed in the July 2011 FIPAC break-out session.</i>						



**2009–2013 Florida Injury Prevention Strategic Plan
2011 Action Plan**

Strategy 4H: By 2012, identify an evidence-based early childhood water safety and drowning prevention intervention project that may be replicated statewide.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 4H(1): Identify a drowning prevention intervention project that can be utilized statewide.	December 2011	DOH (OIP)	Sarah Hinkel-Young	Media/Marketing Firm	A drowning prevention intervention project has been created.	May be accomplished with current funding.
<i>Complete—WaterproofFL was identified through the RFP process. Ron Sachs Marketing Firm was selected..</i>						
Activity 4H(2): Identify top eight counties with the highest drowning rates for children ages 1-4.	December 2011	DOH (OIP)	Sarah Hinkel-Young	Injury Epidemiologist/ Data Work Group	Top 8 counties are identified and notified.	None.
<i>Complete—Top eight counties were identified with the help of Kyla Shelton. They are: Orange, Sarasota, Hernando, Lee, Hillsborough, Broward, Brevard, and Dade Counties.</i>						
Activity 4H(3): Identify different components of intervention project that can be used in top drowning rated counties, and components of intervention project for other counties.	December 2011	DOH (OIP)	Sarah Hinkel-Young	Goal Team 4	An implementation plan for the intervention project has been created and shared with necessary stakeholders.	May be accomplished with current funding.
<i>Complete—Drowning prevention materials,(recruitment packets, posters, brochures, and water watcher tags) were identified as necessary campaign tools. In addition, the top 8 counties will receive "Pool Door Alarms"</i>						
Activity 4H(4): Coordinate with local injury prevention liaisons to implement drowning prevention intervention project statewide.	December 2011	DOH (OIP)	Sarah Hinkel-Young	Injury Prevention Liaisons	"Local injury prevention liaisons have been updated regarding pending campaign. "	None.
<i>Complete—Injury Prevention Liaisons were updated on conference calls on June 14, 2011 and June 23, 2011.</i>						

Strategy 4I: By 2013, implement a pilot project of the identified intervention.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 4I(1): Identify public awareness opportunities for drowning prevention intervention project.	2012	DOH (OIP)	Sarah Hinkel-Young	DOH Marketing and Communications Departments	Public awareness opportunities are identified, decided upon, and planned for appropriately.	May be accomplished with current funding.
<i>Complete—DOH Marketing Department created a list of public awareness opportunities for top 8 counties March 2010.</i>						
Activity 4I(3): Provide all 67 counties with drowning prevention materials.	2012	DOH (OIP)	Sarah Hinkel-Young	County Health Departments	All 67 county health departments receive WaterProofFL materials.	May be accomplished with current funding.
<i>Complete—WaterproofFL materials (recruitment packets, posters, brochures, and water watcher tags) were provided to all 67 counties on July 7, 2011.</i>						



**2009–2013 Florida Injury Prevention Strategic Plan
2011 Action Plan**

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 4I(4): Provide top 8 counties with specialized materials for targeted campaign.	2012	DOH (OIP)	Sarah Hinkel-Young	County Health Departments	Top 8 county health departments receive pool door alarms.	May be accomplished with current funding.
<i>Complete—“Pool Door Alarms” were distributed to top eight counties.</i>						
Activity 4I(3): Provide media templates for all counties to use for press releases.	2012	DOH (OIP)	Sarah Hinkel-Young	DOH Communications Office	67 county health department injury prevention liaisons receive generalized media template.	May be accomplished with current funding.
<i>Complete—67 county health department injury prevention liaisons received a generalized media template to be used on July 1, 2011.</i>						
Activity 4I(4): Release a statewide press release regarding project.	2012	DOH (OIP)	Sarah Hinkel-Young	DOH Communications Office	Statewide press release is disseminated.	May be accomplished with current funding.
<i>Complete—DOH Communications Office released a statewide press release on July 1, 2011.</i>						
Activity 4I(2): Coordinate with top eight counties to implement a local community awareness event.	2012	DOH (OIP)	Sarah Hinkel-Young	Goal Team 4	Top 8 counties each host a community awareness event for WaterproofFL.	May be accomplished with current funding.
<i>Complete—Three of eight counties held community awareness events on July 4, 2011. Dade will hold an event on August 6, 2011. The other four counties are hosting PSA campaigns July 15–30, 2011.</i>						
Activity 4I(5): Provide media support for top eight counties local community awareness event.	2012	DOH (OIP)	Sarah Hinkel-Young	Goal Team 4	Top 8 counties receive necessary and appropriate media support.	May be accomplished with current funding.
<i>Complete—Marquis Media will support all four county community events mentioned above. Cox and Clear Channel Radio were hired to provide PSA campaigns in the respective eight counties throughout July 2011.</i>						

Data

Strategy 4J: By November 2009, then annually thereafter, review early childhood water safety and drowning prevention data, disseminate and present to injury prevention stakeholders as needed.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
Activity 4J(1): Review statewide early childhood drowning data provided by the Data Workgroup.	2009–2013	DOH (OIP)	Sarah Hinkel-Young	Goal Team 4	Review is completed	May be accomplished with current funding.
<i>Complete—2009 Data fact sheets were reviewed at the July FIPAC break-out session.</i>						
Activity 4J(2): As needed, collaborate with the Data Workgroup.	2009–2013	Goal Team 4	Sarah Hinkel-Young	DOH (OIP)	Collaboration takes place	May be accomplished with current funding.
<i>In Progress—GT4 will collaborate with the DWG at the September 2011 FIPAC meeting to determine necessary priority areas.</i>						



**2009–2013 Florida Injury Prevention Strategic Plan
2011 Action Plan**

Goal 5: Enhance the skills, knowledge and resources of Florida’s injury prevention workforce.

**Implementation of the plan is funded by a Centers for Disease Control and Prevention (CDC) grant which ends July 31, 2010. The Office of Injury Prevention will make every attempt to procure additional funding.*

Strategy 5A: Include a brief update during each FIPAC/goal team meeting on an injury prevention topic that is timely, current and not presently being addressed by others. — *Due to staffing limitations, during September 2011, this strategy was combined with Strategy 2A.*

Strategy 5B: Develop, publicize and maintain a statewide calendar of injury prevention trainings that is timely and accurate.

Activity	Timeframe	Lead Organization	Contact Person(s)	Partners	Measure(s) of Success	Funding Implications
Activity 5B(1): Review existing calendar and determine if gaps exists.	<i>Complete 2009</i>					
Activity 5B(2): Develop template to collect information regarding trainings to be placed on calendar.	<i>Complete 2009</i>					
Activity 5B(3): Publicize the availability of the calendar of injury prevention trainings.	Biannually	DOH (OIP)	Lani Gruener	FIPAC	The availability of the injury prevention calendar is publicized.	May be accomplished with current funding.
<i>Complete</i>						
Activity 5B(4): Send monthly reminder to FIPAC to submit events for the injury prevention calendar.	Monthly	DOH (OIP)	Lani Gruener	FIPAC	Reminders are sent out monthly.	May be accomplished with current funding.
<i>Incomplete 2011—Due to several staffing changes in the Office of Injury Prevention, several monthly reminders were not sent out. Reminders were sent during the months of; January, February, April (Quarterly Reminder), November, and December.</i>						
Activity 5B(5): Review the developed template in Activity 5B(3) to collect information regarding trainings to be placed on calendar and revised as needed.	Monthly	DOH (OIP)	Lani Gruener	FIPAC	The developed template is reviewed and revised as needed.	May be accomplished with current funding.
<i>Completed and Closed Out 2011—Due to the set template used by the Department of Health’s online calendar tools, information collected cannot be altered.</i>						
Activity 5B(6): Send quarterly reminder to Office of Injury Prevention distribution lists to submit events for the injury prevention calendar.	Quarterly	DOH (OIP)	Lani Gruener	FIPAC	Quarterly reminders are sent to distribution lists.	May be accomplished with current funding.
<i>Incomplete 2011—Due to several staffing changes in the Office of Injury Prevention, only one quarterly reminder was sent out in April 2011.</i>						



**2009–2013 Florida Injury Prevention Strategic Plan
2011 Action Plan**

Strategy 5C: Make the Injury Prevention 101 course available via videoconferencing by 2010. — *Strategy completed in 2010.*

Strategy 5D: Respond to the educational needs of the IP workforce based on injury patterns and trends.

Activity	Timeframe	Lead Organization	Contact Person(s)	Partners	Measure(s) of Success	Funding Implications
Activity 5D(1): Collaborate with the Data Workgroup to determine injury patterns and trends.	Ongoing	DOH (OIP), Goal Team 5	Lani Gruener	Data Workgroup	Injury patterns and trends are determined.	May be accomplished with current funding.
<i>Ongoing</i>						
Activity 5D(2): Review the activities of Strategies 5B and 5C to determine if additional topics need to be addressed.	<i>Complete 2010</i>					
Activity 5D(3): Collaborate with the Data Workgroup to determine additional educational needs post IP101.	Ongoing	DOH (OIP), Goal Team 5	Lani Gruener	Data Workgroup	Activities are reviewed.	May be accomplished with current funding.
<i>Ongoing</i>						
Activity 5D(4): Collaborate with Goal Team 2 to determine and implement educational needs post IP101.	Ongoing	DOH (OIP), Goal Team 5	Lani Gruener	Goal Team 2	Post IP 101 educational needs are determined.	May be accomplished with current funding.
<i>Completed and Closed Out—During September 2011, Goal Teams 2 and 5 were merged.</i>						
Activity 5D(5): Review the activities of all Goal Team 5 strategies to determine if additional strategies should be added.	Annually	DOH (OIP), Goal Team 5	Lani Gruener	FIPAC	Activities are reviewed and additional strategies were added if needed.	May be accomplished with current funding.
<i>Complete—Goal Team members were asked to review the Goal 5 strategies and activities and provide any suggestions for additional strategies by December 30, 2011. No suggestions were submitted.</i>						