



## ***2009-2013 Florida Injury Prevention Strategic Plan***

### ***2009 Action Plan***



**2009-2013 Florida Injury Prevention Strategic Plan**

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## 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.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
<b>Activity 1A(1):</b> Nomination for the Florida Injury Prevention Advisory Council approved by DOH Executive Management.	By December 31, 2008	DOH (OIP)	Lisa VanderWerf-Hourigan	NA	Nomination for FIPAC approved by DOH Executive Management.	May be accomplished with current funding.
<i>Complete – January 20, 2009. Interoffice Memorandum routed for approval.</i>						
<b>Activity 1A(2):</b> Nominations for FIPAC noticed.	By December 31, 2008	DOH (OIP)	Lisa VanderWerf-Hourigan	NA	Nominations for FIPAC noticed.	May be accomplished with current funding.
<i>Complete – February 4, 2009.</i>						
<b>Activity 1A(3):</b> Nominations reviewed by OIP staff.	By January 31, 2009	DOH (OIP)	Lisa VanderWerf-Hourigan	NA	Nominations are reviewed.	May be accomplished with current funding.
<i>Complete – March 9, 2009.</i>						
<b>Activity 1A(4):</b> 2009-2013 FIPAC Council appointed by the Surgeon General.	By February 15, 2009	DOH (OIP)	Lisa VanderWerf-Hourigan	NA	The 2009-2013 FIPAC is appointed by the Surgeon General.	May be accomplished with current funding.
<i>Complete – April 30, 2009.</i>						
<b>Activity 1A(5):</b> 2009-2013 FIPAC Council notified of their appointment.	By February 28, 2008	DOH (OIP)	Lisa VanderWerf-Hourigan	NA	The 2009-2013 FIPAC is notified of their appointment.	May be accomplished with current funding.
<i>Complete – May 11, 2009.</i>						
<b>Activity 1A(6):</b> Hold a Council Orientation meeting.	By March 31, 2008	DOH (OIP)	Lisa VanderWerf-Hourigan	NA	An orientation meeting is held.	May be accomplished with current funding.
<i>Complete – May 27, 2009.</i>						



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**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
<b>Activity 1B(1):</b> 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>Ongoing</i>						
<b>Activity 1B(2):</b> 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>Ongoing</i>						
<b>Activity 1B(3):</b> 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>Ongoing</i>						

**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
<b>Activity 1C(1):</b> 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</i>						
<b>Activity 1C(2):</b> Designate Injury Prevention Liaison Regions and assign OIP Staff to each region by January 2009.	By January 2009	DOH (OIP)	Lisa VanderWerf-Hourigan	Injury Prevention Liaisons	OIP Staff is assigned an injury prevention liaison region	May be accomplished with current funding.
<i>Complete</i>						
<b>Activity 1C(3):</b> 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</i>						



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**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
<b>Activity 1D(1):</b> Assign a staff member to oversee the maintenance of the OIP website.	By January 2009	DOH (OIP)	Leilani Gruener	NA	A staff member is assigned to oversee the OIP website.	May be accomplished with current funding.
<i>Complete</i>						
<b>Activity 1D(2):</b> Assign staff members sections of the website to maintain.	By January 2009	DOH (OIP)	Leilani Gruener	NA	Staff members are assigned sections of the website.	May be accomplished with current funding.
<i>Complete</i>						
<b>Activity 1D(3):</b> Staff revisions incorporated.	Quarterly	DOH (OIP)	Leilani Gruener	NA	Staff revisions are incorporated.	May be accomplished with current funding.
<i>Ongoing</i>						
<b>Activity 1D(4):</b> 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</i>						

**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
<b>Activity 1E(1):</b> Notice of nomination applications.	By May of each year	DOH (OIP)	Freida Travis	IP Stakeholders	Notice of Nomination Applications are sent out.	May be accomplished with current funding.
<i>Complete</i>						
<b>Activity 1E(2):</b> Review of nominations by OIP staff	By September of each year	DOH (OIP)	Freida Travis	OIP	Nominations are reviewed.	May be accomplished with current funding.
<i>Complete</i>						
<b>Activity 1E(3):</b> 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>Complete</i>						
<b>Activity 1E(4):</b> Injury Prevention Award presented at the Fall Florida Injury Prevention Advisory Council Meeting.	By November of each year	DOH (OIP)	Freida Travis	FIPAC, IP Stakeholders	The Injury Prevention Award is presented at the Fall FIPAC meeting.	May be accomplished with current funding.
<i>Complete - October 7, 2009</i>						



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**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
<b>Activity 1F(1):</b> Present the Injury Prevention 101 course.	Annually	DOH (OIP)	Freida Travis	Injury Prevention 101 Faculty	The Injury Prevention 101 course is presented.	May be accomplished with current funding.
<i>Complete - May 12, 2009</i>						
<b>Activity 1F(2):</b> 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>Ongoing</i>						
<b>Activity 1F(3):</b> Facilitate the CDC Grant required symposium.	Annually	DOH (OIP)	Jane Parker	FIPAC, IP Stakeholders	The CDC required symposium is held.	Funding from the CDC grant ends on July 31, 2010, may be contingent upon additional funding.
<i>Complete - May 29, 2009</i>						

**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
<b>Activity 1G(1):</b> Meet financial and program reporting measures in CDC grant.	Annually	DOH (OIP)	Jane Parker	DOH (Finance)	Financial and Program Reporting measures are met.	May be accomplished with current funding.
<i>Complete</i>						
<b>Activity 1G(2):</b> Meet performance measures in CDC grant.	Annually	DOH (OIP)	Jane Parker	NA	Performance measures in CDC grant are met.	May be accomplished with current funding.
<i>Complete</i>						



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**Strategy 1H: Pursue applicable injury prevention funding opportunities.**

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
<b>Activity 1H(1):</b> 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>Ongoing</i>						
<b>Activity 1H(2):</b> Network with other injury prevention organizations.	Ongoing	DOH (OIP)	Lisa VanderWerf-Hourigan	FIPAC	New injury organizations are represented on FIPAC and Goal Teams.	May be accomplished with current funding.
<i>Ongoing</i>						



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**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
<b>Activity 1I(1):</b> Retrieve the most current complete year of the Death Stat Database from the Florida Department of Health, Office of Vital Statistic's server.	When available (Oct/Nov 2009)	DOH (OIP)	Kyla Shelton	DOH (OVS)	Data obtained and formatted.	May be accomplished with current funding.
<i>Complete - October 12, 2009</i>						
<b>Activity 1I(2):</b> 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.	When available (July/Aug 2009)	DOH (OIP)	Kyla Shelton	AHCA	Data obtained and formatted.	May be accomplished with current funding.
<i>Complete - July 27, 2009</i>						
<b>Activity 1I(3):</b> 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.	When available (Sept/Oct 2009)	DOH (OIP)	Kyla Shelton	DHSMV	Data obtained and formatted.	May be accomplished with current funding.
<i>Complete - July 28, 2009</i>						
<b>Activity 1I(4):</b> 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.	When available (June 2009)	DOH (OIP)	Kyla Shelton	FDLE	Data obtained and formatted.	May be accomplished with current funding.
<i>Complete - August 21, 2009</i>						





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**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
<b>Activity 1J(1):</b> Complete and submit annual report of injury morbidity and mortality indicators per CDC grant instructions.	October 31, 2009	DOH (OIP)	Kyla Shelton	NA	Report completed and submitted to CDC by October 31, 2009	May be accomplished with current funding.
<i>Complete - August 5, 2009</i>						
<b>Activity 1J(2):</b> Complete and submit annual Electronic Injury Indicator Spreadsheets per CDC grant instructions.	August 1, 2009	DOH (OIP)	Kyla Shelton	NA	Spreadsheets completed and submitted to CDC by August 1, 2009	May be accomplished with current funding.
<i>Complete - July 7, 2009</i>						
<b>Activity 1J(3):</b> Analyze annual injury trends to update the Sterling Quality Improvement Objectives Scorecard.	October, 2009	DOH (OIP)	Kyla Shelton	NA	Objectives updated	May be accomplished with current funding.
<i>Complete - October 14, 2009</i>						
<b>Activity 1J(4):</b> Analyze annual injury trends to update the Division of Emergency Medical Operation's Long Range Program Planning Indicators.	August, 2009	DOH (OIP)	Kyla Shelton	NA	Indicators updated	May be accomplished with current funding.
<i>Complete - August, 3, 2009</i>						
<b>Activity 1J(5):</b> Submit annual injury trends to update the Maternal and Child Health Block Grant's Health Status Indicators and National Performance Measures.	April 30, 2009	DOH (OIP)	Kyla Shelton	NA	Indicators and measures updated by April 30, 2009	May be accomplished with current funding.
<i>Complete - March 9, 2009</i>						



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#### 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
<b>Activity 1K(1):</b> Monitor and report on steps/progress towards the implementation of an All Child Death Review System.	By December, 2009	DOH (CMS), DOH (OIP)	Michele Akins	DCF, DOH (CMS)	Annual Progress Report	May be accomplished with current funding.
<i>Complete - January 14, 2010 - Annual Report Produced</i>						
<b>Activity 1K(2):</b> Evaluate and report on the injury surveillance potential of the Medical Examiner's database of drugs identified in deceased persons.	By December, 2009	DOH (OIP)	Kyla Shelton	FDLE, Steve Dearwater	Report Produced	May be accomplished with current funding.
<i>Complete - January 5, 2010 - Annual Report Produced</i>						
<b>Activity 1K(3):</b> Monitor and report on steps/progress towards the linkage of medical examiner, law enforcement, and death certificate data in Miami-Dade County.	By December, 2009	Jackson Memorial Healthcare	Steve Dearwater	District 11 Medical Examiners Office	Report Produced	May be accomplished with current funding.
<i>Complete - February 15, 2010 - Annual Report Produced</i>						
<b>Activity 1K(4):</b> Monitor and report on Florida's eligibility for a National Violent Death Review System grant.	By December, 2009	DOH (OIP)	Kyla Shelton	Steve Dearwater	Report Produced	May be accomplished with current funding.
<i>Complete - December 16, 2009 - Annual Report Produced</i>						
<b>Activity 1K(5):</b> Evaluate and report on the potential use and linkage of Trauma Registry Data.	By December, 2009	DOH (OIP, Trauma)	Michael Lo	Data Workgroup	Report Produced	May be accomplished with current funding.
<i>Complete - January 14, 2010 - Annual Report Produced</i>						
<b>Activity 1K(6):</b> Report on projects by the Division of Emergency Medical Operation's Data Integration Evaluation Team's progress.	By December, 2009	DOH (DEMO)	Kyla Shelton	Michael Lo, Andrea Slapion, Steve McCoy, Geoffrey Hoare, & Joanne Parrish	Report Produced	May be accomplished with current funding.
<i>Complete - December 16, 2009 - Annual Report Produced</i>						
<b>Activity 1K(7):</b> Monitor and Report on steps/progress towards a statewide Emergency Medical Services Tracking and Reporting System.	By December, 2009	DOH (EMS)	Joe Nelson	Data Workgroup	Report Produced	May be accomplished with current funding.
<i>Complete - January 14, 2010 - Annual Report Produced</i>						



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#### Strategy 1L: Disseminate injury data to stakeholders.

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
<b>Activity 1L(1):</b> 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>Complete - At least 8 meetings</i>						
<b>Activity 1L(2):</b> Disseminate injury indicator fact sheets through the OIP website and e-mail distribution lists.	By July, 2009	DOH (OIP)	Kyla Shelton	NA	At least 12 fact sheets developed and disseminated.	May be accomplished with current funding.
<i>Complete - August 21, 2009</i>						
<b>Activity 1L(3):</b> Post county-level injury profiles including age and mechanism on the OIP website.	2 weeks after data available	DOH (OIP)	Kyla Shelton	NA	Profiles posted to website.	May be accomplished with current funding.
<i>Complete - August, 2009 Non-Fatal; October, 2009 Fatal</i>						
<b>Activity 1L(4):</b> Develop a detailed data request form and post on the OIP website for ad hoc data requests.	By December, 2009	DOH (OIP) and Data Workgroup	Kyla Shelton	NA	Form developed and posted to website.	May be accomplished with current funding.
<i>Incomplete - Carryover into 2010</i>						
<b>Activity 1L(5):</b> Incorporate GIS technology in injury data analysis and dissemination.	Ongoing	DOH (OIP)	Kyla Shelton	NA	Number of analyses/publications using GIS.	May be accomplished with current funding.
<i>Complete - 13 injury-specific fact sheets contain GIS maps indicating levels of injury burden among rural and non-rural counties</i>						
<b>Activity 1L(6):</b> Monitor and report on progress towards increased availability of injury data on the Florida CHARTS website.	By December, 2009	DOH (OIP)	Kyla Shelton	Florida CHARTS	Report Produced.	May be accomplished with current funding.
<i>Complete - December 16, 2009 - Annual Report Produced</i>						

#### 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
<b>Activity 1M(1):</b> 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.
<i>Complete - No Requests</i>						

#### Policy (Office of Injury Prevention)



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**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
<b>Activity 1N(1):</b> Submit an injury related policy proposal agenda to DOH management.	Annually	DOH (OIP)	Lisa VanderWerf-Hourigan	FIPAC	Submission of Policy Agenda to DOH management.	May be accomplished with current funding.
<i>Ongoing</i>						
<b>Activity 1N(2):</b> 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</i>						

**Evaluation (Office of Injury Prevention)**

**Strategy 1O:** Build injury prevention program evaluation capacity. – Will begin in 2010.



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

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**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
<b>2A(1):</b> 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 – May 28, 2009 Complete - October 6, 2009</i>						
<b>2A(2):</b> 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 – May 28, 2009 Complete - October 6, 2009</i>						
<b>2A(3):</b> Develop an evaluation tool to provide feedback on the educational update.	By September 11, 2009	Goal Team 2	Cindy Magnole and Wendy Loomas	DOH (OIP)	Evaluation tool developed.	May be accomplished with current funding.
<i>Complete - September 8, 2009</i>						
<b>2A(4):</b> Educational update is presented to FIPAC.	Biannually	DOH (OIP)	Leilani Gruener	Goal Team 2	Presentation completed.	May be accomplished with current funding.
<i>Complete - October 7, 2009</i>						
<b>2A(5):</b> 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 - October 7, 2009</i>						



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**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
<b>2B(1):</b> Determine the urban area to host the pilot meeting by June 2009.	By May 31, 2009	Goal Team 2	Cindy Magnole and Wendy Loomas	DOH (OIP), FIPAC	The urban area is selected.	May be accomplished with current funding.
<i>Complete – May 28, 2009</i>						
<b>2B(2):</b> Determine the rural area to host the pilot meeting by December 2009.	By December 31, 2009	Goal Team 2	Cindy Magnole and Wendy Loomas	DOH (OIP), FIPAC	The rural area is selected.	May be accomplished with current funding.
<i>Complete - October 6, 2009</i>						
<b>2B(3):</b> Determine the ability to use teleconferencing to conduct the regional meetings.	By July 31, 2009	DOH (OIP)	Lisa VanderWerf-Hourigan	Goal Team 2	Use of teleconferencing is determined.	May be accomplished with current funding.
<i>Complete</i>						
<b>2B(4):</b> Pilot Urban Community and State Resources Meeting						
<b>2B(4)a:</b> Determine date and site location for the meeting.	By August 31, 2009	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>Complete</i>						

**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. – Will begin in 2010.



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**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
<b>2D(1):</b> Evaluate past survey tools.	By August 31, 2009	Goal Team 2	Cindy Magnole and Wendy Loomas	DOH (OIP), FIPAC	Past survey tools are evaluated.	May be accomplished with current funding.
<i>Complete – July 22, 2009</i>						
<b>2D(2):</b> Determine questions needed in survey tool.	By September 30, 2009	Goal Team 2	Cindy Magnole and Wendy Loomas	DOH (OIP), FIPAC	Questions for the survey tool are determined.	May be accomplished with current funding.
<i>Complete – September 8, 2009</i>						
<b>2D(3):</b> Develop survey tool.	By December 31, 2009	DOH (OIP)	Leilani Gruener	Goal Team 2, FIPAC	A survey tool is developed.	May be accomplished with current funding.
<i>Complete - December 30, 2009</i>						

**Strategy 2E:** Create and maintain a Statewide Injury Prevention Activity Tracking Tool. – Will begin in 2010.



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## 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)

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
<b>Activity 3A(1):</b> By August 30, 2009, develop a succinct data based informational tool for use in recruiting additional partners and support.	By August 30, 2009	DOH (OIP)	Kyla Shelton	Agency for Health Care Administration (AHCA)	Informational tool is developed	May be accomplished with current funding.
<i>Complete</i>						
<b>Activity 3A(2):</b> By August 30, 2009, complete a list of potential committee members.	By August 30, 2009	DOH (OIP) and Department of Elder Affairs (DOEA)	Jane Parker and Michele Mule	Goal Team 3	List is complete	May be accomplished with current funding.
<i>Complete</i>						
<b>Activity 3A(3):</b> By September 8, 2009, create and send invitations to initial steering committee meeting.	By September 8, 2009	DOH (OIP) and DOEA	Jane Parker and Michele Mule	Goal Team 3	Invitations are sent	May be accomplished with current funding.
<i>Complete - October 7, 2009</i>						
<b>Activity 3A(4):</b> By November 2009, 2009, hold the initial steering committee meeting. In 2010, the steering committee will transition to the statewide falls prevention coalition.	By November 2009	DOH (OIP) and DOEA	Jane Parker, Michele Mule, Mark Brimer	Goal Team 3	Meeting is held	May require additional funding.
<i>In Progress</i>						

**Strategy 3B:** By June 1, 2010, establish a statewide senior falls prevention coalition. – Will begin in 2010.





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**Strategy 3C:** By 2012, develop a statewide senior falls prevention plan. – Will begin in 2010.

**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
<b>Activity 3D(1):</b> Pursue CDC Appleseed Project Funding (EMS/Public Health interface).	2009	DOH (OIP)	Jane Parker	American College of Emergency Physicians	Appleseed Project is held in Florida	May be accomplished with current funding.
<i>Complete - September 15, 2009</i>						
<b>Activity 3D(2):</b> Identify foundations whose mission includes senior fall prevention.	2009-2013	Funding Taskforce	Diana Silvey, Funding Taskforce Chair	Goal Team 3	Foundations are identified	May be accomplished with current funding.
<i>Ongoing</i>						
<b>Activity 3D(3):</b> Develop a list of contacts within companies, corporations, partnerships, and service organizations who support senior falls prevention.	2009-2010	Corporate Partner Taskforce	Mark Tesoro, Corporate Partner Taskforce	Goal Team 3, FIPAC	List is created	May be accomplished with current funding.
<i>Ongoing</i>						

**Policy**



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**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
<b>Activity 3E(1):</b> 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, AHECs	Associations and Societies are contacted and physicians are identified.	May be accomplished with current funding.
<i>Ongoing</i>						
<b>Activity 3E(2):</b> 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.
<b>Activity 3E(3):</b> Develop press releases for falls prevention.	Annually	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</i>						
<b>Activity 3E(4):</b> Annually, seek a Governor’s proclamation for National Falls Prevention Awareness Day.	Annually	DOEA	Michele Mule, Goal Team Co-Leader	Goal Team 3	Proclamation is signed by Governor	May be accomplished with current funding.
<i>Complete</i>						

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



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Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
<b>Activity 3F(1):</b> 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>Pending</i>						
<b>Activity 3F(2):</b> 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>Pending</i>						
<b>Activity 3F(3):</b> 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>No bills signed by the President in 2009</i>						

### Interventions

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

**Strategy 3H:** By 2012, identify an evidence-based senior falls prevention intervention that may be replicated statewide. – Will begin in 2011.

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

### Data



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**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
<b>Activity 3J(1):</b> Review statewide senior falls data provided by Data Workgroup.	2009-2013	DOH (OIP)	Jane Parker	DOEA, Goal Team 3	Review is completed	May be accomplished with current funding.
<i>Complete</i>						
<b>Activity 3J(2):</b> 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>Complete</i>						



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**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).

Activity	Timeframe	Lead Organization	Contact Person	Partners	Measure(s) of Success	Funding Implications
<b>Activity 4A(1):</b> By October 15, 2009, complete a list of potential committee members.	2009	DOH (OIP) and Goal Team 4 Leaders	Towana Bonnett	Goal Team 4, FIPAC	List is complete	May be accomplished with current funding.
<i>Complete</i>						
<b>Activity 4A(2):</b> Establish conference call among goal team members.	2009	DOH (OIP) and Goal Team 4 Leaders	Towana Bonnett	Goal Team 4	Conference call scheduled	May be accomplished with current funding.
<i>Complete</i>						
<b>Activity 4A(3):</b> By December 15, 2009, invite additional members to participate on Goal 4 team conference calls.	2009	DOH (OIP) and Goal Team 4 Leaders	Towana Bonnett	Goal Team 4, FIPAC	Additional members invited to participate on conference call	May be accomplished with current funding.

**Strategy 4B:** By June 1, 2010, establish a statewide early childhood drowning prevention coalition. - Will begin in 2010.

**Strategy 4C:** By 2012, develop a statewide early childhood drowning prevention plan. - Will begin in 2010.



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**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
<b>Activity 4D(1):</b> Pursue supplemental CDC funding for childhood drowning prevention.	2009	DOH (OIP)	Towana Bonnett	FIPAC	Supplemental funding application is submitted	May be accomplished with current funding.
<i>Complete</i>						
<b>Activity 4D(2):</b> Identify foundations whose mission includes water safety or early childhood drowning prevention.	2009-2013	DOH (OIP) and Goal Team 4 Leaders	Towana Bonnett	Goal Team 4, FIPAC	Foundations are identified	May be accomplished with current funding.
<i>Pending</i>						
<b>Activity 4D(3):</b> Develop a list of contacts within companies, corporations, partnerships, and service organizations who support childhood drowning prevention.	2009-2010	DOH (OIP) and Goal Team 4 Leaders	Towana Bonnett	Goal Team 4, FIPAC	A list is created	May be accomplished with current funding.
<i>Pending</i>						

**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
<b>Activity 4E(1):</b> Develop press releases for early childhood drowning prevention.	2009-2013	DOH (OIP)	Towana Bonnett	Goal Team 4	Press releases are developed	May be accomplished with current funding.
<i>Complete</i>						
<b>Activity 4E(2):</b> Review OIP website to ensure the drowning prevention information posted is updated and current.	2009-2013	DOH (OIP)	Towana Bonnett	Goal Team 4	Updates are posted	May be accomplished with current funding.
<i>Complete</i>						



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**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
<b>Activity 4F(1):</b> Review filed early childhood drowning prevention related bills prior to Florida's Legislative Session.	2009-2013	DOH (OIP)	Towana Bonnett	Goal Team 4	Updates are provided	May be accomplished with current funding.
<i>Complete - No related bills were submitted during the 2009 legislative session.</i>						
<b>Activity 4F(2):</b> 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)	Towana Bonnett	Goal Team 4	Updates are provided	May be accomplished with current funding.
<i>Complete - No related bills were submitted during the 2009 legislative session.</i>						
<b>Activity 4F(3):</b> 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)	Towana Bonnett	Goal Team 4	Updates are provided	May be accomplished with current funding.
<i>Complete - No related bills were submitted during the 2009 legislative session.</i>						

**Interventions**

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

**Strategy 4H:** By 2012, identify an evidence-based early childhood water safety and drowning prevention intervention project that may be replicated statewide. – Will begin in 2011.

**Strategy 4I:** By 2013, implement a pilot project of the identified intervention. – Will begin in 2012.



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**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
<b>Activity 4J(1):</b> Review statewide early childhood drowning data provided by Data Workgroup.	2009-2013	DOH (OIP)	Towana Bonnett	Goal Team 4	Review is completed	May be accomplished with current funding.
<i>Complete</i>						
<b>Activity 4J(2):</b> As needed, collaborate with the Data Workgroup.	2009-2013	Goal Team 4	Towana Bonnett	DOH (OIP)	Collaboration takes place	May be accomplished with current funding.
<i>Complete</i>						





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**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.

Activity	Timeframe	Lead Organization	Contact Person(s)	Partners	Measure(s) of Success	Funding Implications
<b>Activity 5A(1):</b> Select a topic to provide an educational update on during each FIPAC meeting.	By May 28, 2009	DOH (OIP), Goal Team 5	Stacey Bright, Virginia Dodd, Freida Travis	Goal Team 5, FIPAC	Topic selected for October FIPAC meeting	May be accomplished with current funding.
<i>Complete – May 28, 2009</i>						
<b>Activity 5A(2):</b> Identify and contact a speaker to provide the educational update.	By July 8, 2009	DOH (OIP)	Stacey Bright, Virginia Dodd, Freida Travis	Goal Team 5	Speaker(s) confirmed 90 days prior to FIPAC meeting	May be accomplished with current funding.
<i>Complete - May 28, 2009</i>						
<b>Activity 5A(3):</b> Develop an evaluation tool to provide feedback on educational update.	By September 11, 2009	Goal Team 5	Stacey Bright, Virginia Dodd, Freida Travis	DOH (OIP)	Evaluation tool developed	May be accomplished with current funding.
<i>Complete</i>						
<b>Activity 5A(4):</b> Present educational update to FIPAC.	By October 7, 2009	DOH (OIP)	Stacey Bright, Virginia Dodd, Freida Travis	Goal Team 5	Presentation completed	May be accomplished with current funding.
<i>Complete - October 6, 2009</i>						
<b>Activity 5A(5):</b> Utilize evaluation tool to obtain feedback on the educational update.	By October 30, 2009	DOH (OIP)	Stacey Bright, Virginia Dodd, Freida Travis	Goal Team 2	Evaluation of presentation is conducted	May be accomplished with current funding.
<i>Complete - October 7, 2009</i>						



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**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
<b>Activity 5B(1):</b> Review existing calendar and determine if gaps exist.	Biannually	DOH (OIP), Goal Team 5	Stacey Bright, Virginia Dodd, Freida Travis	FIPAC	Calendar is reviewed and gaps are identified	May be accomplished with current funding.
<i>Ongoing</i>						
<b>Activity 5B(2):</b> Develop template to collect information regarding trainings to be placed on calendar.	By December 2009	DOH (OIP), Goal Team 5	Stacey Bright, Virginia Dodd, Freida Travis	FIPAC	A template is developed	May be accomplished with current funding.
<i>Complete</i>						
<b>Activity 5B(3):</b> Publicize the availability of the calendar of injury prevention trainings.	Biannually	DOH (OIP), Goal Team 5	Stacey Bright, Virginia Dodd, Freida Travis	FIPAC	The availability of the injury prevention calendar is publicized	May be accomplished with current funding.
<i>Ongoing</i>						

**Strategy 5C:** Make the Injury Prevention 101 course available via videoconferencing by 2010. – Will begin in 2010.

**Strategy 5D:** Respond to the educational needs of the IP workforce based on injury patterns and trends. – Will begin in 2010.