

Mission:

To protect, promote & improve the health of all people in Florida through integrated state, county & community efforts.



Ron DeSantis
Governor

Scott A. Rivkees, MD
State Surgeon General

Vision: To be the Healthiest State in the Nation

April 3, 2020

Christine Dorsey Brown
Preventive Health and Health Services Block Grant Project Officer
Centers for Disease Control and Prevention
Clifton Road
Atlanta, Georgia 30333

RE: Delegation of Authority for the Preventive Health and Health Services Block Grant Advisory Committee

Dear Ms. Brown:

The Florida Department of Health will convene the Preventive Health and Health Services Block Grant Advisory Committee twice during the 2019-2020 federal fiscal year.

I, Scott A. Rivkees, MD, State Surgeon General, delegate Melissa Jordan, Interim Director, Division of Community Health Promotion or Dr. Shamarial Roberson, Deputy Secretary for Health, to chair the meetings.

Sincerely,

Scott A. Rivkees, MD
State Surgeon General

Preventive Health and Health Services Block Grant (PHHSBG)

Advisory Committee Meeting

Thursday June 4, 2020

10:00 A.M. – 11:0 A.M., EST

Meeting Minutes

Members Present

Britney Moore	Florida Department of Environmental Protection	Regional Coordinator, Office of Greenways and Trails
Charla Lucas, CPRP	Florida Recreation and Park Association	Director of Marketing, Communications and Strategic Vision
Jessica Gordon	Florida Breastfeeding Coalition	President
Karla Shelnut	University of Florida	Associate Professor and Extension Nutrition Specialist
Lynn Shultz	Department of Defense	State Coordinator - Building Healthy Military Communities
Tami Miller, RDH, BS	Florida Dental Hygiene Association	Executive Director

Department of Health (Central Office Staff) Present

Elvira Hanson, FCCM	Florida Department of Health	Program Administrator, Violence and Injury Prevention Program (VIPP)
Jan Godwin	Florida Department of Health	Communications Liaison
Karen Weller, RN, BSN, MBA-HSM	Florida Department of Health - Dade County	Assistant Community Health Nursing Director
Krystal Flakes, MPH	Florida Department of Health	Preventive Health and Health Services Block Grant Coordinator
Melissa Jordan	Florida Department of Health	Director, Division of Community Health Promotion
Rhonda Jackson	Florida Department of Health	Violence and Injury Prevention Program Administrator
Sade Collins, MPH, CHES	Florida Department of Health	Environmental Approaches Section Administrator
Sean Isaac, MPH	Florida Department of Health	Dental Administrator
Sean McGowan	Florida Department of Health	Public Health Dental Program Contract Manager

Shannon Harp	Florida Department of Health	Fluoridation Coordinator
Ursula Weiss	Florida Department of Health	Bureau Chief, Community Health Assessment
Vernique Footman	Florida Department of Health	State Health Improvement Plan Coordinator

Members Absent

Arturo Lopez, BA	Coalition of Florida Farmworker Organizations	Executive Director
Ann Ashley-Gilbert, MD	Altamonte Women's Center, P.A.	Medical Doctor
Brendaly Rodriguez, MA, CPH	University of Miami	Precision Medicine and Health Disparities Collaborative Manager
Emily Mitchem	Refuge House	Assistant Director, Refuge House
Kathryn Williams	Florida Impact	Program Manager
Robert Hill	American Heart Association	Community Impact Director
Tonya Ehrhardt	American Heart Association	RVP of Community Impact, Diversity & Inclusion
Win Adams	Community Partner	
Amber Cambridge, MPH	Florida Department of Health	Healthiest Weight Florida Coordinator
Asma Odeh	Florida Department of Health	Healthy Schools Coordinator
Bryan Russell	Florida Department of Health	Disability and Health Coordinator
Fatima (Tina) Zayas, MS	Florida Department of Health - Indian River	Health Educator Consultant
Janiece Davis, MPH	Florida Department of Health - Palm Beach County	Health Educator Consultant/Tobacco Prevention Specialist
Jennifer Johnson	Florida Department of Health	Director, Division Of Public Health Statistics And Performance Management
Shay Chapman, RN, BSN, MBA	Florida Department of Health	Bureau Chief, Family Health Services
Summer Bane	Florida Department of Health	Office of Medical Marijuana, Communications Manager
Tara Hylton, MPH	Florida Department of Health	Bureau Chief, Chronic Disease Prevention
Valerie Lee	Florida Department of Health	Budget Coordinator

Introduction

State Surgeon General, Dr. Scott Rivkees, delegated Melissa Jordan to facilitate the meeting.

Sade Called the meeting to order at 10:02 A.M.

Sade welcomes attendees to the meeting and reviews the purpose and agenda for today's meeting. She turns over to Melissa Jordan for the official welcome from the Division director.

Melissa welcomes all attendees to the second Block Grant Advisory Committee meeting. She looks forward to building momentum at this meeting for the maintenance of our programs through to the next year. She gives thanks everyone for their continued efforts in the midst of the pandemic.

Krystal Flakes did roll call. A total of 18 members are present.

Sade gives an overview of the Block Grant Workplan to be submitted. The workplan includes 3 new focus areas including Adverse Childhood Experiences (ACEs), Lupus Awareness, as well as a social marketing campaign.

The State of Florida PHHS Block Grant Work Plan supports and targets the following:

- Community Water Fluoridation
- Adverse Childhood Experiences
- Sexual Violence (Rape Prevention)
- Breastfeeding
- Preschool Health Education
- Worksite Health Promotion Programs
- Active Transportation - Walking
- Diabetes Education and Diabetes Prevention
- Community-Based Primary Prevention Services
- Health Improvement Planning
- Lupus Awareness
- Social Marketing

Sade Collins turns the meeting over to Shannon Harp to discuss Public Health Dental Program Updates.

Public Health Dental Program

Shannon Harp began with the background the Public Health Dental Program Water Fluoridation Project.

The Public Health Dental Program Statewide Initiative aims to:

- Assist communities throughout Florida to promote, implement, and maintain fluoridation
- Create community awareness and support for fluoridation

Ms. Harp gave the following objective updates:

National Health Objective: HO OH-13 Community Water Fluoridation

State Health Objective: *In Progress*

Between 10/2019 and 09/2020, increase the proportion of people served by community water systems that are optimally fluoridated by 1.0%

FY2019-2020: Objective 1: Community Information

- Between 10/2019 and 09/2020, the Public Health Dental Program (PHDP) will provide technical assistance (TA) and funding to partners for the promotion of water fluoridation and oral health in **30** of Florida's fluoridated and non-fluoridated community water systems

Status: *Exceeded*

- The PHDP is providing TA and funding to multiple partners for the promotion of water fluoridation and oral health -
- Resources are allocated to communities that apply for assistance or request help in maintaining a fluoridated status - trainings, educational campaigns, attending town halls.

FY 2019-2020 Objective 2: Community Water System Management

- Between 10/2019 and 09/2020, the PHDP will review **118** fluoridated community water systems in Florida for reporting compliance in accordance with Florida's Administrative Code. The PHDP will also review a sample of the reports to validate the data

Status: *Exceeded*

- Through Florida's Linked Oral Status System (FLOSS) database, the PHDP monitored 124 Public Water Systems (PWS) Monthly Operational Reports (MOR) and provided technical assistance to approximately 20 communities monthly.

FY 2019-2020 Objective 3: Partnerships

- Between 10/2019 and 09/2020, the PHDP will provide TA, information, or funding to **5** non-fluoridated communities that have expressed an interest in attaining water fluoridation

Status: *In Progress*

- The PHDP is providing information and funding to multiple non-fluoridated communities that have expressed an interest in attaining water fluoridation

- This objective focuses on direct support to help non-fluoridated communities initiate water fluoridation or start efforts toward the goal of initiating water fluoridation for its citizens.
- PHDP is working with several counties who have currently expressed interest in attaining water fluoridation, and they are working with several national, state, and local organizations to achieve this.

The floor was opened for questions. There were no questions.

Elvira Hanson will now provide updates on the Violence and Injury Prevention Program.

Violence and Injury Prevention Program

Mrs. Hanson provided updates for sexual violence rates in the State and the impact of sexual violence on victims. Sexual violence is preventable and prevention efforts are necessary components of a comprehensive approach to address sexual violence. Prevention efforts should reduce risk factors and promote protective factors for sexual violence. In addition, these efforts should address all levels of the socio-ecological model that influence sexual violence.

The overarching purpose of Florida's Violence & Injury Prevention Section is to prevent intentional and unintentional injury and deaths through use of evidence-based strategies for priority populations identified by data driven decisions. The goal is building safe and protective environments for Floridians and visitors.

The Violence and Injury Prevention Statewide Initiative aims to:

- Implement the Green Dot strategy.
- Green Dot is an evidence-based strategy designed to address power based personal violence, such as domestic violence, dating violence, sexual violence, bullying, and stalking. Through tools including bystander intervention skills, participants learn to assess potential risk situations and intervene in a safe and effective manner. The strategy uses the power of peer influences and social diffusion theory. This intervention is implemented in high schools, colleges/universities and at the community level.

Mrs. Hanson gave the following objective updates:

National Health Objective: HO IVP-40 Sexual Violence (Rape Prevention)

State Health Objective:

- Between 10/2019 and 09/2020, prevent sexual violence in Florida by continuing to fund agencies to implement the Green Dot sexual violence prevention strategy using a public health approach and effective prevention principles

FY 2019-2020 Objective 1: Examining ACEs Behavioral Risk Factor Surveillance System Results

- Between 10/2019 and 09/2020, the Violence and Injury Prevention Section (VIPS) will review **1** module of the Behavioral Risk Factor Surveillance System results to determine the correlation between social determinants, health outcomes, and multi-generational ACEs and ways in which the information is valuable to internal and external stakeholders

Status: *In Progress*

- The ACEs module was added to the 2019 BRFSS survey, which was completed in December with 12,500 interviews. The goal is to provide this data to our partners by October of 2020.

Strategies to Prevent ACEs:

- Promote social norms that protect against violence and adversity
- Teach healthy relationship skills
- Ensure a strong start for children
- Connect youth to caring adults and activities
- Strengthen economic supports to families
- Intervene to lessen immediate and long-term harms

FY 2019-2020 Objective 2: Implement STOP Sexual Violence (SV) Technical Package

- Between 10/2019 and 09/2020, VIPS contract managers will analyze **2** PHHSBG-funded contracts to ensure each site has a plan to implement STOP SV

Status: *In progress*

- As of March 2020, 100% of funded programs implemented the CDC STOP SV Technical Package through the evidence-based strategy Green Dot (bystander intervention to prevent power-based personal violence)
- Partners were engaged to coordinate prevention efforts using the CDC “STOP SV” technical package framework
- STOP SV technical package shifts the focus from individual and relationship level to community level strategies.

STOP SV Technical Package Overview:

S - Promote **Social Norms** that protect against violence

T - **Teach** skills to prevent sexual violence

O - Provide **Opportunities** to empower and support girls and women

P - Create **Protective** environments

SV - **Support Victims/Survivors** to lessen harms

Florida State University (FSU):

- Works with the Women’s Leadership Institute to create an adolescent track to support leadership skills for young women
- Provides Green Dot overviews to registered student organizations who mentor adolescent girls
- Partners with the “Allies and Safe Zones” program to include bystander toolkits for protective environments
- Reinforces bystander skills through “Raise the Bar Tally,” working with local drinking establishments on eliminating potentially violent situations

Washington County Health Department:

- Partnership with school health nurses, school career counselors for mentorship (i.e. address poverty through education)
- Using Green Dot and violence prevention as a peer leader opportunity for females
- Building safe rooms at Vernon High School, Chipley High School, and Chipley Public Library with violence prevention/intervention and mental health resources
- Parking pass program to identify drivers who should not be on campus

FY 2019-2020 Objective 3: Increase Exposure to Green Dot

- Between 10/2019 and 09/2020, PHHSBG-funded sites will increase the number of individuals participating in a Green Dot focus group, social marketing campaign, overview speech, action event, bystander training, or face-to-face meeting from 4500 to **4750**

Status: *In progress*

- VIPS reviews 100% of the monthly supporting documentation to determine if funded sites are meeting or exceeding the above requirements
- The second quarter numbers, Jan - Mar, have dropped due to COVID_19. Both funded sites, in the past, have exceeded established objectives and the objectives have increased each year.

Number of PARTICIPANTS										October 2019 - March 2020	
	Action Event	Booster Session	Bystander Training	Face-to-Face	Focus Group	IT Meeting	Key Partners	Overview Speech	Proactive Green Dots	Social Marketing Campaign	TOTAL
FSU	387	-	112	24	219	21	-	346	221	-	1330
DOH Washington	-	44	152	27	63	95	-	164	28	-	573
	387	44	264	51	282	116	0	510	249	0	1903

Supporting Healthy Communities

Sade gave the following updates.

National Health Objective: HO ECBP-1 Preschool Health Education State Health

State Health Objective:

- Between 10/2019 and 09/2020, the Department will support community partners in increasing the number of Early Childhood Education Centers (ECE) that adopt and implement food service guidelines and physical activity standards/policies

FY 2019-2020 Objective 1: Early Childhood Education Centers

- Between 10/2019 and 09/2020, the Department will promote participation in the newly created Florida Early Care and Education Recognition for improving practices and policies related to physical activity and nutrition by increasing the number of centers recognized from 27 to **50**

Status: *In Progress*

Florida's HEROs: Healthy Environments for Reducing Obesity, is focused on recognizing healthy environments for reducing obesity in Florida's early care and education (ECE) settings. This program was started in 2018 by the Florida Department of Health through funding from the Centers for Disease Control and Prevention. Now this work is continued by the Health Council of Southeast Florida through funding from Nemours Health System. The goal is to encourage ECE providers to take proactive, voluntary steps to improve their programs' practices and policies related to encouraging healthy behaviors among the children and families they serve. This is achieved through the integration of best practices for promoting a healthy weight among children ages 0 to 5 years. Florida's HEROs promote and encourage the following best practices:

- Provide Healthy Food
- Offer Healthy Beverages
- Support Breastfeeding
- Increase Physical Activity
- Limit Screen Time

National Health Objective: HO ECBP-1 Worksite Health Promotion Programs

State Health Objective:

- Between 10/2019 and 09/2020, the Department will work with community partners to increase the number of worksites that adopt strategies to increase physical activity and implement food service guidelines

FY 2019-2020 Objective 1: Worksite Wellness

- Between 10/2019 and 09/2020, the Department will increase the number of worksites using the online CDC Worksite Health Scorecard from 80 to **100**

Status: *In Progress*

The CDC Worksite Health ScoreCard (ScoreCard) is a tool designed to help employers assess whether they have implemented evidence-based health promotion interventions or strategies in their worksites to improve the health and well-being of their employees.

County health departments in general have prioritized:

- Programs that provide Opportunities to begin, change, or maintain health behaviors
- Environmental supports: Physical factors at work that help protect and enhance health

Additionally, there is increased interest in stress management, sleep and fatigue, physical activity and nutrition. The data source is CDC and we have had some challenges obtaining the data for the entire state. We hope to share more information soon.

National Health Objective: HO D-14 Diabetes Education

State Health Objective:

- Between 10/2019 and 09/2020, the Department will support community organizations with technical assistance to offer recognized Diabetes Self-Management Education (DSME) programs and increase referrals to DSME programs

FY 2019-2020 Objective 1: Diabetes Self-Management Education

- Between 10/2019 and 09/2020, the Department will carry out inclusive marketing campaigns that increase awareness of DSME from 0 to 5

Status: *In Progress*

Diabetes is a public health problem of increasing magnitude. Diabetes poses a particular burden to those in ethnic minority populations. These populations tend to be less active in health-promoting behavior, and to have fewer resources to address related complications compared with other groups. About 9 county health departments have created a lifestyle marketing campaign targeting Floridians diagnosed with type 2 diabetes, prediabetes, and obesity or at risk.

Goals of the campaign included:

- Increasing awareness about prediabetes, Diabetes Prevention Program (DPP) and Diabetes Self-Management Education (DSME) programming
- Increasing participation in DPP and DSME programs
- Promoting healthy living, physical activity, and weight management.

Evidence by research, social marketing efforts in have been successful at improving the lives and health status of targeted individuals and communities.

FY 2019-2020 Objective 1: Implementation of Chronic Disease Prevention & Healthiest Weight Florida (HWF) Activities

- Between 10/2019 and 09/2020, the Department will implement 67 chronic disease prevention/Healthiest Weight Florida work plans, submit progress reports, and prepare success stories

Status: *Continuous*

- A few activities are on hold due to COVID-19 but this has given the program office the opportunity to start thinking about how to refine the work plan moving forward to be more supportive of the CHIP and CHAs.

National Health Objective: Surveillance and Health Promotion Programs

State Health Objective:

- Between 10/2019 and 09/2020, increase the number of communication plans that promote the awareness of Lupus from 1 to 2

FY 2019-2020 Objective 1: Lupus Awareness

- Between 10/2019 and 09/2020, the Department will promote the awareness of Lupus by disseminating information to communities

Status: *In Progress*

New objective: Lupus Awareness Month is a name to be taken literally: it's the month of May where we all put in extra effort into letting the state know about lupus. We educate our communities and take to social media and let people know what lupus is, how it affects us and what we all can do about it. A few counties did an excellent job in promoting this observance so it was added.

National Health Objective: HC/HIT-13 Statewide Social Marketing Campaign

State Health Objective:

- Between 10/2019 and 09/2020, increase social marketing in health promotion and disease prevention programs for the dissemination of educational products that reinforce overall chronic disease prevention and staying healthy during the COVID-19 pandemic.

FY 2019-2020 Objective 1: Social Marketing

- Between 10/2019 and 09/2020, the Department will increase using social marketing in health promotion and disease prevention programs from 0 to 1

Status: *In Progress*

This would be a statewide outreach through the development of awareness messaging and dissemination of educational products that reinforce staying healthy during COVID-19: Increasing awareness of chronic disease covid19 protection recommendations, promoting patient medication adherence and disease management methods; encourage and reinforce the availability and importance of receiving medical care and disease management and support during the COVID-19 pandemic to reduce selfcare and disease management neglect; and localized chronic disease resource availability and accessibility.

Between 10/2019 and 09/2020, increase social marketing in health promotion and disease prevention programs for the dissemination of educational products that reinforce overall chronic disease prevention and staying healthy during the COVID-19 pandemic.

We need your input on this new objective. Does anyone oppose moving forward in this direction?

Allocation is about \$200,000.

There were none opposed to the new objectives proposed.

Questions and Comments

The floor was opened for questions and discussion.

How has the pandemic affected funding from the Block Grant?

- The pandemic has not affected our funding. We are asking those who rely on funding to be explicitly clear about any future requests.

Regarding the new social marketing objective, can you please describe what “staying healthy during COVID-19” activities would look like?

- Hand washing, promotion of self-care, chronic disease resources and maintenance, physical activity, nutrition, and overall general chronic disease management.

In terms of social supports (i.e. contact tracers who need additional social support resources, housing support, mental health support, or other social supports beyond chronic disease management), could this funding be used for that?

- Potentially, yes. With the new disbursement this Fall, it is possible we may have additional funding that could be used to support these efforts.

The next meeting will be held Fall of 2020 after the current funding term concludes on September 30, 2020.

PowerPoint Slides and Meeting Minutes will be shared.

The meeting was adjourned at 11:00A.M.