



2004-2008 Florida Injury Prevention Strategic Plan

2006 – 2007 Florida Injury Prevention Action Plan

**This action plan outlines activities that may have started earlier than 2006
and may continue through subsequent years.**

GOAL 1: Establish a sustainable infrastructure to provide leadership and to coordinate, monitor, and evaluate strategic plan implementation.

Strategy 1A: Designate the Office of Injury Prevention (OIP) within the Florida Department of Health (DOH) as the lead office with responsibility for statewide injury prevention leadership, collaboration, and coordination. *Complete*

Strategy 1B: Designate an injury prevention coordinator among existing staff for each DOH Division and for each County Health Department (CHD) or group of health departments to work with local community partners. (1B1-1B4 – *Complete*)

Strategy 1C: Establish an Injury Prevention Advisory Council with officers to create an advisory infrastructure for coordination of injury prevention. *Complete*

Strategy 1D: Establish, when needed, subcommittees of the Injury Prevention Advisory Council for coordinating, monitoring, and evaluating the goals of the strategic plan. *Complete*

Strategy 1E: Design, when needed, evaluation and reporting mechanisms for each goal. *Complete*

Strategy 1K: Request an assessment of Florida's injury prevention efforts by an outside organization. *Complete*



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Strategy 1B: Designate an injury prevention coordinator among existing staff for each DOH Division and for each County Health Department (CHD) or group of health departments to work with local community partners.

ACTIVITY	LEAD ORGANIZATION	CONTACT PERSON	PARTNERS	MEASURE(S) OF SUCCESS	FUNDING IMPLICATIONS
1B5: Design and implement a system of two-way communications within the Department of Health (DOH); start with dissemination of strategic plan and injury data.	DOH Office of Injury Prevention (OIP)	OIP manager or designee	CHD and Division-designated injury prevention contact persons; DOH information technology	Establishment of communications system; dissemination of strategic plan and injury data	May require additional funding

Strategy 1F: Inventory Florida’s injury prevention workforce

ACTIVITY	LEAD ORGANIZATION	CONTACT PERSON	PARTNERS	MEASURE(S) OF SUCCESS	FUNDING IMPLICATIONS
1F1: Develop a data collection tool.	DOH (OIP)	OIP manager or designee	Injury prevention stakeholders	Completion of data collection tool	Contingent upon additional funding
1F2: Develop a distribution list for the data collection tool.	DOH (OIP)	OIP manager or designee	Injury prevention stakeholders	Completion of distribution list	Contingent upon additional funding
1F3: Collect workforce data.	DOH (OIP)	OIP manager or designee	Injury prevention stakeholders	Completion of data collection	Contingent upon additional funding
1F4: Design a method for maintaining current, complete workforce data.	DOH (OIP)	OIP manager or designee	Injury prevention stakeholders	Completion of methodology design	Contingent upon additional funding



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Strategy 1G: Design, establish and publicize, through electronic and non-electronic mechanisms, a comprehensive injury prevention web site, including stakeholder organizations with contact information, available resources, information about evidence-based interventions, and populations served. – Will begin in 2008

Strategy 1H: Conduct an annual statewide injury prevention summit to provide continuing injury prevention education and promote public/private partnerships. – Will begin in 2007 for 2008 Conference

Strategy 1I: Develop and implement statewide/regional campaigns for specific injury prevention interventions.

ACTIVITY	LEAD ORGANIZATION	CONTACT PERSON	PARTNERS	MEASURE(S) OF SUCCESS	FUNDING IMPLICATIONS
111: Based on data, select injury mechanism for statewide/regional campaign.	DOH (OIP)	OIP manager or designee	FIPAC, Goal Team members, CHDs, and Injury prevention stakeholders	Mechanism selected	May be accomplished with current funding
112: Determine amount of campaign budget.	DOH (OIP)	OIP manager or designee	DOH	Budget established	May require additional funding
113: Based on budget amount, determine if statewide or regional campaign.	DOH (OIP)	OIP manager or designee	DOH (Marketing), FIPAC, Goal Team members, CHDs, and Injury prevention stakeholders	Area of campaign established	May require additional funding
114. Determine the partner leads and the scope of the campaign using evidence-based interventions.	DOH (OIP) and CHDs	OIP manager or designee	DOH (Marketing), FIPAC, Goal Team members, and Injury prevention	Scope of campaign using evidence-based interventions determined	May require additional funding
115. Determine the evaluation criteria.	DOH (OIP)	OIP manager or designee	Goal Team #7, CHDs, FIPAC	Evaluation criteria completed	May require additional funding
116: Implement the campaign.	DOH (OIP)	OIP manager or designee	FIPAC, Goal Team members, CHDs,	Campaign implemented	May require additional funding



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			and Injury prevention stakeholders		
117. Evaluate campaign and disseminate results.	DOH (OIP)	OIP manager or designee	FIPAC, Goal Team members, CHDs, and Injury prevention	Campaign evaluated and disseminate results	May require additional funding



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Strategy 1J: Design and establish annual recognition for an influential individual who has demonstrated commitment to injury prevention.

ACTIVITY	LEAD ORGANIZATION	CONTACT PERSON	PARTNERS	MEASURE(S) OF SUCCESS	FUNDING IMPLICATIONS
1J1: Establish an awards subcommittee from FIPAC to work with OIP to establish the award criteria.	DOH (OIP) and FIPAC	OIP manager or designee	FIPAC	Award criteria identified.	May be accomplished with current funding
1J2: Request nominations from FIPAC, Goal Team members, and Injury prevention stakeholders.	DOH (OIP)	OIP manager or designee	FIPAC	Nominations submitted	May be accomplished with current funding
1J3: Select individual to receive award.	DOH (OIP)	OIP manager or designee	FIPAC	Individual identified	May be accomplished with current funding
1J4: Determine time and place to announce award winner and provide award.	DOH (OIP)	OIP manager or designee	FIPAC	Award given	May be accomplished with current funding

GOAL 2: Increase public and private funding for injury prevention.

Strategy 2A: Identify current public and private injury prevention funding sources.

ACTIVITY	LEAD ORGANIZATION	CONTACT PERSON	PARTNERS	MEASURE(S) OF SUCCESS	FUNDING IMPLICATIONS
2A1: Complete inventory list of all known public and private Injury Prevention (IP) funding sources. (soft money/short term)	Goal Team #2	Goal #2 Team Leader	FIPAC, Goal Team members, and Injury prevention stakeholders	Inventory completed	May require additional funding.
2A2: Identify non-traditional partners for IP funding	Goal Team #2	Goal #2 Team Leader	FIPAC, Goal Team members, and Injury	Partners identified	May require additional funding.



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			prevention stakeholders		
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Strategy 2B: Develop partnerships with foundation(s) to assist in seeking and managing funds to enhance injury prevention activities throughout Florida.

ACTIVITY	LEAD ORGANIZATION	CONTACT PERSON	PARTNERS	MEASURE(S) OF SUCCESS	FUNDING IMPLICATIONS
2B1: Advocate for and collaborate with the Florida Public Health Foundation (FPHF) or other foundations on the establishment of an IP subcommittee within FPHF.	Goal Team #2 and DOH (OIP)	Goal #2 Team Leader	FPHF, FIPAC, and Goal Team members	Subcommittee established	May be accomplished with current funding
2B2: Collaborate with FPHF on IP funding issues.	Goal Team #2 and DOH (OIP)	Goal #2 Team Leader	FPHF, FIPAC, and Goal Team members	Collaboration takes place	May be accomplished with current funding
2B3: Whenever feasible, encourage the use of the FPHF by the IP community.	Goal Team #2 and DOH (OIP)	Goal #2 Team Leader	FPHF, FIPAC, and Goal Team members	IP community uses the services of the FPHF	May be accomplished with current funding
2B4: Advocate for and collaborate with the Florida Emergency Medical Foundation (FEMF) on IP funding issues.	Goal Team #2 and DOH (OIP)	Goal #2 Team Leader and OIP manager or designee	Florida Emergency Medical Foundation (FEMF)	Collaboration takes place	May be accomplished with current funding

Strategy 2C: Develop long-term public and private funding sources, including creative approaches (e.g., lottery scratch-off, specialty license plates, increase in driver’s license fees).

ACTIVITY	LEAD ORGANIZATION	CONTACT PERSON	PARTNERS	MEASURE(S) OF SUCCESS	FUNDING IMPLICATIONS
2C1: Compile a list of creative revenue streams that are long term and recurring for specific injury prevention activities.	Goal Team #2 and DOH (OIP)	Goal Team #2 Leader	FIPAC, Goal Team members, and Injury prevention stakeholders	List completed	May require additional funding



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Goal 3: Build the capacity of communities to reduce and prevent injuries to high-risk groups and effectively address injury prevention priorities.

Strategy 3A: Promote the use of successful injury prevention strategies to local community leaders.

ACTIVITY	LEAD ORGANIZATION	CONTACT PERSON	PARTNERS	MEASURE(S) OF SUCCESS	FUNDING IMPLICATIONS
3A1. To assist in Strategy 1F, survey the County Health Department (CHD) Injury Prevention Liaisons for identification of local injury prevention activities, programs, organizations and/or coalitions to establish a community baseline.	Goal Team #3 and DOH (OIP)	Goal #3 Team Leader and OIP manager or designee	CHD Liaisons, FIPAC, Goal Team members, and Injury prevention stakeholders.	Completion of survey and catalogue the information in a user-friendly format.	May require additional funding.

During the goal team meetings, it became apparent that the original four specific strategies found in the 2004-2008 Florida Injury Prevention Strategic Plan for Goal #3 “Build the capacity of communities to reduce and prevent injuries to high-risk groups and effectively address injury prevention priorities” should be revised. Goal #3 was revised to include one strategy which more appropriately addresses achieving Goal #3.



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Goal 4: Increase state-of-the-art knowledge and skills in the injury prevention workforce.

Strategy 4A: Include in the injury prevention web site a communication network (distribution list) linking the injury prevention workforce. - Will begin in 2008.

Strategy 4B: Plan, provide, and evaluate training/ educational opportunities for the injury prevention workforce.

ACTIVITY	LEAD ORGANIZATION	CONTACT PERSON	PARTNERS	MEASURE(S) OF SUCCESS	FUNDING IMPLICATIONS
4B1: Develop a Statewide IP Educational Calendar.	Goal Team #4 and DOH (OIP)	Goal #4 Team Leader and OIP Liaison	FIPAC, Goal Team members, and Injury prevention stakeholders	Calendar is developed.	May be accomplished with current funding
4B2: Post to DOH IP Webpage.	DOH (OIP)	Goal #4 Team Leader and OIP Liaison	DOH (IT)	Calendar is posted	May be accomplished with current funding

Strategy 4C: Provide injury prevention training/education for injury prevention workforce.

ACTIVITY	LEAD ORGANIZATION	CONTACT PERSON	PARTNERS	MEASURE(S) OF SUCCESS	FUNDING IMPLICATIONS
4C1: Upon finalization of the "Injury Prevention 101" curriculum presented in May 2006, inform the IP community the curriculum is available for their use.	Goal Team #4 and DOH (OIP)	Goal #4 Team Leader and OIP PIER Coordinator	FIPAC, Goal Team members, and Injury prevention stakeholders	IP community is notified.	May be accomplished with current funding
4C2: Facilitate the presentation of "Injury Prevention 101" curriculum to the Injury prevention stakeholders.	Goal Team #4 and DOH (OIP)	Goal #4 Team Leader and OIP Liaison	Injury prevention stakeholders	Curriculum is presented	Contingent upon additional funding



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Strategy 4D: Encourage the public/private sector to support injury prevention training/education.

ACTIVITY	LEAD ORGANIZATION	CONTACT PERSON	PARTNERS	MEASURE(S) OF SUCCESS	FUNDING IMPLICATIONS
4D1: Develop a letter of support that will be sent to the employers of the FIPAC and Goal Team members. The purpose is to enhance their knowledge of the role of their staff on reducing Florida's injury burden.	DOH (OIP)	Goal #4 Team Leader and OIP Liaison	FIPAC, Goal Team members, and Injury prevention stakeholders	Letter is developed and sent.	May be accomplished with current funding
4D2: Explore the opportunity of inviting other potential partner agencies to participate in the implementation of the 2004-2008 Florida Injury Prevention Plan.	Goal Team #4 and DOH (OIP)	Goal #4 Team Leader and OIP Liaison	Injury prevention stakeholders	Potential partners are invited.	May require additional funding

Strategy 4E: Advocate with grantors to incorporate injury prevention training and/or education as a fundable category.

ACTIVITY	LEAD ORGANIZATION	CONTACT PERSON	PARTNERS	MEASURE(S) OF SUCCESS	FUNDING IMPLICATIONS
4E1: Identify grantors that are providing money for IP within Florida.	Goal Team #4	Goal #4 Team Leader and OIP Liaison	FIPAC, Goal Team members, and Injury prevention stakeholders	Grantors identified	May be accomplished with current funding



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Goal 5: Increase the use of evidence-based injury prevention interventions statewide

Strategy 5A: Identify and compile existing “best practices” in research literature that would promote successful injury prevention strategies.

ACTIVITY	LEAD ORGANIZATION	CONTACT PERSON	PARTNERS	MEASURE(S) OF SUCCESS	FUNDING IMPLICATIONS
5A1: Goal Team #5 will identify best practices for the following injury mechanisms: <ul style="list-style-type: none"> drownings (children 0-14 and ages 45+) falls (children 0-14 and seniors 65+) motor vehicle crashes (child passenger safety, seat belt use, young drivers, elder drivers) PHBC-pedestrian - hit by car (children 0-14 and seniors 65+) 	Goal Team #5	Goal #5 Team Leader and OIP Liaison	Injury prevention stakeholders, FDOT, CDC, SAFE KIDS, AARP, DOEA, National Safety Council	Best practices identified by using the Cochrane Review and the AHRQ and Oxford levels of evidence	May be accomplished with current funding
5A2: To assist in the identification of best practices and evidence-based intervention research, a Cochrane Review search should be conducted for all targeted injury mechanisms.	DOH (OIP)	OIP Liaison	Cochrane Review Reviewed by Goal Team #5	Review implemented	May be accomplished with current funding

Strategy 5B: Identify and disseminate the results of evidence-based intervention research.

ACTIVITY	LEAD ORGANIZATION	CONTACT PERSON	PARTNERS	MEASURE(S) OF SUCCESS	FUNDING IMPLICATIONS
5B1: Goal Team # 5 will make recommendations to the FIPAC on best practices and evidence-based	Goal Team #5	Goal #5 Team Leader and OIP Liaison	FIPAC, Goal Team members and Injury prevention	Recommendations reported	May be accomplished with current funding



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intervention research on targeted injury mechanisms.			stakeholders		
5B2: Post recommendations on the OIP website.	DOH (OIP)	OIP Manager	DOH (IT)	Recommendations posted	May be accomplished with current funding
5B3: Disseminate recommendations to injury prevention stakeholders.	DOH (OIP)	OIP Manager	DOH (IT)	Recommendations disseminated.	May be accomplished with current funding

Strategy 5C: Identify gaps in the availability of evidence-based injury prevention interventions and encourage the development and dissemination of new and existing interventions to fill identified gaps. - Will begin in 2008.

Goal 6: Increase the quality and availability of statewide and community-specific data for planning, surveillance, and evaluation.

Strategy 6A: Develop an integrated population-based injury surveillance data system from multiple data sources.

ACTIVITY	LEAD ORGANIZATION	CONTACT PERSON	PARTNERS	MEASURE(S) OF SUCCESS	FUNDING IMPLICATIONS
6A1: Access and format death certificate data annually for analysis.	DOH (OIP)	OIP Liaison	DOH Offices of Vital Statistics/ Planning, Evaluation, and Data Analysis (OPEDA)	Data accessed and formatted	May be accomplished with current funding
6A2: Acquire and format hospital discharge data annually for analysis.	DOH (OIP)	OIP Liaison	Florida Agency for Health Care Administration (AHCA)	Data acquired and formatted	May be accomplished with current funding



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6A3: Partner to develop a statewide patient-level emergency medical services (EMS) data reporting system (EMSTARS).	DOH (Bureau of EMS)	OIP Liaison and EMS FIPAC Representative	OIP; internal and statewide EMS data workgroups; EMS providers	Injury-related data elements included in recommended state dataset; buy-in obtained from EMS providers to participate in EMSTARS	May be accomplished with current funding
6A4: Partner to develop a regional medical examiner (ME) data reporting system.	University of Miami	Goal #6 Team Leader and Wendy Loomas	Miami-Dade, Broward, Palm Beach and Pinellas ME Offices	Death certificate/ ME linked database developed and piloted in Miami-Dade Co. Partnership with additional ME Offices	May require additional funding and staffing
6A5: Sponsor additional injury-related questions as needed on statewide behavioral risk factor surveillance surveys.	DOH (OIP)	OIP Liaison	DOH Bureau of Epidemiology	Additional injury questions added to statewide surveys	May require additional funding

Strategy 6B: Evaluate injury surveillance data sources and specific injury prevention activities.

ACTIVITY	LEAD ORGANIZATION	CONTACT PERSON	PARTNERS	MEASURE(S) OF SUCCESS	FUNDING IMPLICATIONS
6B1: Conduct a data review analysis of the 11 STIPDA-recommended core datasets, evaluate data quality, and assess linkage of datasets and their benefit to prevention.	DOH (OIP)	OIP Liaison	N/A	Data review completed and submitted to CDC by October 31, 2006	May be accomplished with current funding
6B2: Improve the quality of external causes of injury coding (E-coding) in hospital discharge and emergency department data via medical record coder training.	Goal Team #6	Goal #6 Team Leader Bonnie Anne Rice Belinda McClellan OIP Liaison	AHCA; Florida Hospital Association; medical record coders	Medical record coders trained on proper E-coding; E-coding rates evaluated annually	May require additional funding
6B3: Acquire and evaluate new emergency department data for its usefulness as a source of information about statewide injury morbidity.	Goal Team #6	OIP Liaison Goal #6 Team Leader Belinda McClellan	AHCA	Data acquired and evaluated	May be accomplished with current funding



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Strategy 6C: Analyze and disseminate injury surveillance data to support injury prevention activities.

ACTIVITY	LEAD ORGANIZATION	CONTACT PERSON	PARTNERS	MEASURE(S) OF SUCCESS	FUNDING IMPLICATIONS
6C1: By October 31 of each grant year, complete and disseminate an annual Florida Specific Injury Data Report using death certificate and hospital discharge data.	DOH (OIP)	OIP Liaison	N/A	Report completed, disseminated, and submitted to CDC by October 31, 2006	May be accomplished with current funding
6C2: Complete and submit annual electronic Injury Indicator Spreadsheets per CDC core grant instructions.	DOH (OIP)	OIP Liaison	N/A	Spreadsheets completed and submitted to CDC	May be accomplished with current funding
6C3: Partner to improve the Web-based public access to injury mortality and morbidity data (CHARTS).	DOH (OIP)	OIP Liaison Goal #6 Team Leader	OPEDA	Improvements recommended and implemented based on continual review and feedback	May require additional funding and staffing
6C4: Analyze and present current data at meetings of the Florida Injury Prevention Advisory Council (FIPAC), IP Symposia, and/or IP Liaison Summits.	DOH (OIP)	OIP Liaison	N/A	Data analyzed and presented	May be accomplished with current funding
6C5: Analyze and disseminate data to support OIP and other DOH and CHD injury-related programs upon request.	DOH (OIP)	OIP Liaison	N/A	Requests responded and entered into OIP Data Request Log	May require additional funding and staffing

During the goal team meetings, it became apparent that the six specific strategies found in the 2004-2008 Florida Injury Prevention Strategic Plan for Goal #6 “Increase the quality and availability of statewide and community-specific data for planning, surveillance, and evaluation” should be revised. The overall strategy for Goal #6 was not changed, just combined into three strategies that are broader in focus.



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GOAL 7: Build capacity and resources statewide for evaluation of injury prevention initiatives and interventions.

Strategy 7A: Identify and assess evaluation methods currently used by injury prevention programs.

ACTIVITY	LEAD ORGANIZATION	CONTACT PERSON	PARTNERS	MEASURE(S) OF SUCCESS	FUNDING IMPLICATIONS
7A1: Develop a survey of evaluations currently used by injury prevention agencies throughout the state of Florida.	Goal Team #7	Goal #7 Team Co-Leaders and OIP Liaison	FIPAC, Goal Team members, CHD Liaisons, Injury prevention Stakeholders	Survey developed	May require additional funding
7A2: Distribute survey and analyze findings.	Goal Team #7	Goal #7 Team Co-Leaders and OIP Liaison	FIPAC, Goal Team members, CHD Liaisons, Injury prevention Stakeholders	Survey distributed and analyzed	May require additional funding
7A3: Publish and present survey findings.	DOH (OIP)	OIP Liaison	FIPAC, Goal Team members, CHD Liaisons, Injury prevention Stakeholders	Findings appear in peer-reviewed literature by January 2007 and are presented at one or more state and/or national public health or injury prevention meetings	May require additional funding

Strategy 7B: Implement evaluation training for the injury prevention workforce based upon assessment results.

ACTIVITY	LEAD ORGANIZATION	CONTACT PERSON	PARTNERS	MEASURE(S) OF SUCCESS	FUNDING IMPLICATIONS
7B1: Develop evaluation training content.	Evaluators and DOH (OIP)	Goal #7 Team Co-Leaders and OIP	Universities, evaluators	Training content developed	May require additional funding



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		Liaison			
7B2: Create a distribution plan for the training and disseminate the training content.	Evaluators and DOH (OIP)	Goal #7 Team Co-Leaders and OIP Liaison	Universities, evaluators	Distribution plan developed and training content disseminated.	May require additional funding
7B3: Add an evaluation component into the IP "101" training.	Evaluators, DOH (OIP), and Goal #7 Co-Leaders	Goal #7 Team Co-Leaders and OIP Liaison	Universities, evaluators	Add evaluation training component into Injury Prevention 101 Summit.	May be accomplished with current funding.

Strategy 7C: Establish an evaluation network to provide guidance and technical assistance with evaluation. – Will begin in 2008.

Strategy 7D: Include in the comprehensive injury prevention web site links to existing evaluation programs and web-based evaluation training modules. Also include a menu of available injury-specific evaluation protocols for programs of different sizes, a listing of evaluation consultants, and an online searchable “sign-up” page to share programs and evaluation methods. – Will begin in 2008.

Strategy 7E: Provide and/or identify funding to support agencies conducting formal evaluations. - Will begin in 2008.

During the goal team meetings, it became apparent that the strategies 7C and 7E found in the 2004-2008 Florida Injury Prevention Strategic Plan for Goal # 7 “Build capacity and resources statewide for evaluation of injury prevention initiatives and interventions” overlapped. Both strategies were combined into Strategy 7C. The overall strategy for Goal #7 was not changed.



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Goal 8: Strengthen legislation and policies to reduce and prevent injuries.

Strategy 8A: Seek enabling legislation to establish a permanent Injury Prevention Advisory Council within DOH.

ACTIVITY	LEAD ORGANIZATION	CONTACT PERSON	PARTNERS	MEASURE(S) OF SUCCESS	FUNDING IMPLICATIONS
8A1: Identify legislative analysts to review current rule authority and draft language. (Same language as 2004 Action Plan).	DOH-OIP	OIP Manager, Epidemiologist, and DHAT Division Director, DOH Legislative Staff.	DOH, FPFA, Florida Medical Association, Florida Nurses' Association, Committee On Trauma (COT), FL Sheriffs Assoc., and others	Language accepted	May be accomplished with current funding
8A2: Develop a position paper in support of legislation for establishment of a permanent Injury Prevention Advisory Council endorsed by the Florida Injury Prevention Advisory Council and attach to DOH 2007 legislative proposal for such.	DOH-OIP	OIP Manager		Position paper by June 2006	May be accomplished with current funding
8A3: - Review voting records of Legislators to determine who might be supportive of injury prevention proposals and who might be champions of proposal.	FPFA, COT	FPFA-Bonnie Mc Dougle and Chris Nuland COT- Patricia Byers	FPFA, FMA, FNA, FOMA	Report of action at conference call/meetings	May be accomplished with current funding
8A4: Educate others on IPAC legislative proposal—engage stakeholders.	FPFA and Goal Team 8 members	Bonnie McDougale	FPFA, COT, FMA, FPFA, FFA, FNA, FI Chiefs of Police, FL Sheriffs' Assoc., Firefighters, and other interested individuals.	Ongoing activity with partners – FPFA has engaged lobbyist and constituency.	May require additional funding



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Strategy 8B: Use Injury Prevention Advisory Council to promote statewide legislative policy agenda. - Will begin in 2008.

Strategy 8C: Develop position papers in support of the consensus legislative/policy agenda.

RECOMMENDED ACTIVITY	RECOMMENDED LEAD ORGANIZATION	CONTACT PERSON	RECOMMENDED PARTNERS	MEASURE(S) OF SUCCESS	FUNDING IMPLICATIONS
8C1: Provide information to and support the FPFA and / or COT respective legislative agendas.	FIPAC and Goal team 8		DOH and COT	Passage of legislative agenda items.	May be accomplished with current funding
8C2; Develop position papers in support of DOH legislative budget request (LBR). The papers should be endorsed by the Florida Injury Prevention Advisory Council and be attached to the DOH 2007 Drowning Prevention LBR, or any other Injury Prevention items.	DOH – OIP and FIPAC	OIP Manager	FPFA, COT	Legislative approval of LBR	May be accomplished with current funding

Strategy 8D: Identify sponsors for legislative priorities on the consensus agenda.

RECOMMENDED ACTIVITY	RECOMMENDED LEAD ORGANIZATION	CONTACT PERSON	RECOMMENDED PARTNERS	MEASURE(S) OF SUCCESS	FUNDING IMPLICATIONS
8D1: Review voting records of Legislators to determine who might be supportive of injury prevention proposals and who might be champions of proposals.	FPFA, COT	FPFA-Bonnie Mc Dougle and Chris Nuland COT-Patricia Byers	FPFA, FMA, FNA, FOMA	Report of action at conference call/meetings	May be accomplished with current funding



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Strategy 8E: Plan and implement collaborative statewide advocacy initiatives in support of the prioritized legislative/ policy agenda.

RECOMMENDED ACTIVITY	RECOMMENDED LEAD ORGANIZATION	CONTACT PERSON	RECOMMENDED PARTNERS	MEASURE(S) OF SUCCESS	FUNDING IMPLICATIONS
8E1: Explore development of fact sheets as to the economic benefit of injury prevention activities with national organizations for injury prevention activities/interventions in Florida- Safe Kids, FLIPS, etc., and YPLL .	DOH	DOH team and Goal #8 Team Leader	National-Children's Safety Network, CDC and STIPDA State-FPHA, COT, FPHF and Goal 6 Team, DFS	Report research availability of such to Goal team 8.	May be accomplished with current funding.
8E2: Educate/engage stakeholders with information, if available, at state and local/regional levels to capture interest of influential advocates.	DOH	Michael Lo and HPE	DOH HPE, FPHA	To be completed by March 1, 2006; data distributed to members of Legislature	Contingent upon additional funding
8E3: Begin an awareness and visibility campaign for injury prevention, such as a children's art contest which end result will be a calendar.	DOH and partners TBD	OIP Manager	DOH Office of Communications, FPHF for copyright	Identify target schools for competition by February 15, 2006; Distribute flyers by March 1, 2006	Contingent upon additional funding
8E4 – See out advocacy groups for subjects identified in 8E1. i.e. Drowning Marketing Symposium.	OIP	OIP Manager		Advocacy groups identified	May require additional funding



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Appendix A

Florida Injury Prevention Advisory Council Members – Goal Teams and Goal Team Leaders

Goal Team 1

Lisa VanderWerf-Hourigan, Goal Team Leader

Florida Department of Health
Tallahassee, FL

Chrishonda Gavin

Florida Department of Health
Tallahassee, FL

Michael Lo

Florida Department of Health
Tallahassee, FL

Ralph Salvas

Florida Department of Health
Tallahassee, FL

Veronica Hobbs

Florida Department of Health
Tallahassee, FL

Jane Parker

Florida Department of Health
Tallahassee, FL

Freida Travis

Florida Department of Health
Tallahassee, FL



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Goal Team 2

Stephen McCloskey, Goal Team Leader
Duval County Health Department
Jacksonville, FL

Dianne L. Clarke
Operation PAR, Inc.
Pinellas Park, FL

Dianna Liebnitzky
Florida Hospital Neuroscience Institute
Wachula, FL

Marianne Trussell
FL Department of Transportation
Tallahassee, FL

Thom Delilla
Florida Department of Health
Tallahassee, FL

Sandy Magyar
FL Public Health Association
Green Cove Spring, FL

Goal Team 3

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Terry Papp
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2006 – 2007 Florida Injury Prevention Action Plan

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and may continue through subsequent years.**

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Janet Lehman

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Glenda Wolnik

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Goal Team 4

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Jupiter, FL

Joan Spencer

US Department of Labor
Tallahassee, FL

Lorraine Allen

Florida Department of Education
Tallahassee, FL

Sandra Dreker

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Richard J. Paley

North Broward Medical Center
Pompano Beach, FL

Michele Ziglar

Shands Gainesville
Gainesville, FL



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Goal Team 5

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Linda Crider
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Susan Littnan
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Teresa Moran
Orange County Health Department
Orlando, FL

Susan Sampson
Area Agency on Aging
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Ruth Steiner

University of Florida
Gainesville, FL

Goal Team 6

Steve Dearwater, Goal Team Leader

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Florida Department of Health
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Wendy Loomas

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Barbara Mabee

Pinellas County Health Department
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Belinda McCellan

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Joe Nelson

Medical Direction Consultants, Inc.
Coral Springs, FL

Bonnie Rice

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Tampa, FL



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Goal Team 7

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Karen Liller, Goal Team Leader
University of South Florida
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Pamela Santucci
Broward County Health Department
New Port Richey, FL

JoAnn Chambers-Emerson
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Syndi Bultman
Lee Memorial Hospital
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Chuck Paidas
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Tampa, FL



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Goal Team 8

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Miami, FL

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FL Department of Financial Services
Tallahassee, FL

Stephen M. Oelrich

FL Sheriffs Association
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Florida Department of Health
Tallahassee, FL

Bonnie McDougle

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Tampa, FL

Lonnie Parizek

The Ounce of Prevention Fund of FL
Tallahassee, FL

**Goal Team 8 Leader position vacant