

**Florida Department of Health
Office of Injury Prevention
2004-2008 Florida Injury Prevention Strategic Plan
May 2007 Status Update**

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

STRATEGY		TIME FRAME	LEAD(S)	PARTNER(S)	FUNDING IMPLICATIONS	STATUS
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.	2004-2008	DOH	N/A	May be accomplished with current funding	Completed - April 2003 As part of DOH Secretary John Agwunobi's reorganization plan, the Injury Prevention Unit in the Bureau of Emergency Medical Services was moved and elevated to Office status. The Office of Injury Prevention was created as part of the new Division of Health Access and Tobacco.
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.	2004-2008	DOH	N/A	May require additional funding	Completed - December 2005 DOH Executive Staff sent a memorandum to each CHD director/administrator, CMS nursing director or program administrator, and headquarters division director requesting that they designate from their staff, a volunteer, to serve as an injury prevention liaison to the Office of Injury Prevention. Designations were complete December 2005. Ongoing - Maintaining regular contact with DOH Liaisons.
1C	Establish an Injury Prevention Advisory Council with officers to create an advisory infrastructure for coordination of injury prevention.	2004-2005	DOH (OIP)	Injury prevention stakeholders and community organizations.	No additional funding required to establish advisory council. Additional funding required for face-to-face meetings.	Completed - March 2005 DOH Secretary John Agwunobi appointed 14 members to the Florida Injury Prevention Advisory Council (FIPAC) and 8 State Plan Goal Team Leaders (GTLs). The first meeting of the FIPAC, which includes the GTLs, was in June 2005. The FIPAC and goal teams meet twice a year.

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1D	Establish, when needed, subcommittees of the Injury Prevention Advisory Council for coordinating, monitoring, and evaluating the goals of the strategic plan.	2004- 2005	Injury Prevention Advisory Council, DOH (OIP)	Injury prevention stakeholders and community organizations.	No additional funding required to establish subcommittees. Additional funding required for face-to-face meetings.	Completed - March 2005 State Plan GTLs appointed by DOH Secretary John Agwunobi. Ongoing – Goal Teams meet at each FIPAC meeting and have interim conference calls (if needed). GTLs report goal team progress at each FIPAC meeting (twice a year).
1E	Design, when needed, evaluation and reporting mechanisms for each goal.	2004- 2005	Injury Prevention Advisory Council, Goal subcommittees, DOH (OIP)	N/A	May be accomplished with current funding	Ongoing - GTLs report goal team progress at each FIPAC meeting (twice a year).
1F	Inventory Florida's injury prevention workforce.	2004-2008	DOH (OIP) (possibly contracted to university)	Injury prevention stakeholders	Contingent upon additional funding	Ongoing - Injury Prevention Workforce Survey was created and piloted prior to December 2006 FIPAC meeting. Survey was revised with FIPAC comments. The survey was sent to Injury Prevention Stakeholders on April 13, 2007.
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.	2005-2006	DOH (OIP), DOH {Information Technology (IT)}, (possibly contracted to university)	Injury prevention stakeholders	Contingent upon additional funding	Ongoing - Website additions include injury prevention organization's links and county level hospital and death data for 2004. Work continues to include other revisions. Results of Injury Prevention Workforce Survey will be posted on the web.

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1H	Conduct an annual statewide injury prevention summit to provide continuing injury prevention education and promote public/private partnerships.	2005-2006	Injury Prevention Advisory Council, DOH (OIP)	DOH (Office of Communications) Injury prevention stakeholders	Contingent upon additional funding	Ongoing - The OIP with stakeholder input developed the Injury Prevention 101 Course "Basics of Injury Prevention" one-day course. During May 2006, the stakeholder faculty provided the course to DOH injury prevention liaisons. Stakeholder faculty will present again on May 15, 2007 to community injury prevention stakeholders.
1I	Develop and implement statewide/regional campaigns for specific injury prevention interventions.	2005-2008	DOH (OIP), Injury prevention stakeholders	DOH (Office of Communications), Media, Injury Prevention Advisory Council	Contingent upon additional funding	Completed - 2006 Drowning Prevention Awareness Campaign with top 15 counties in drowning deaths for 0-4 year age group completed Spring 2006. On-Going <ul style="list-style-type: none"> A Spring 2007 drowning prevention awareness campaign that includes the top 16 counties in pool drowning deaths for the 0-4 year age group. Broward and Miami-Dade – drowning prevention pilot projects began December 2006 (top 2 counties in drowning deaths for 0-4 age group).
1J	Design and establish annual recognition for an influential individual who has demonstrated commitment to injury prevention.	2005-2008	Injury Prevention Advisory Council	Injury prevention stakeholders, DOH (OIP)	May be accomplished with current funding	Completed - December 2006 Injury Prevention Award committee of stakeholders and OIP staff developed criteria and evaluated nominations. First Annual Florida Injury Prevention Award was awarded to Karen Liller-USF and Glenda Wolnick, Lee CHD. On Going - Fall 2007 – Scheduled presentation of 2 nd Annual Florida Injury Prevention Award.

Measures of success:

- Utilize web site and disseminate information.
- Implement strategic plan.
- Establish communication linking local, regional, and state injury prevention organizations.
- Completion of assessment of Florida's Injury Prevention efforts by an outside organization.

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

STRATEGY		TIME FRAME	LEAD(S)	PARTNER(S)	FUNDING IMPLICATIONS	STATUS
2A	Identify current public and private injury prevention funding sources.	2005-2006	Injury Prevention Advisory Council, DOH (OIP) and Goal Team #4	Goal subcommittees, injury prevention stakeholders, participating organizations, data source organizations	Contingent upon additional funding	Ongoing – In December 2006, the FIPAC and goal team members received an inventory requesting their review and comments on a listing of organizations and agencies that provide injury prevention funding.
2B	Develop partnerships with foundation(s) to assist in seeking and managing funds to enhance injury prevention activities throughout Florida.	2004-2008	Goal Team #4 and the FL Emergency Medicine Foundation Learning Resource Ctr. Advisory Board (FEMF/LRC)	Injury Prevention Advisory Council, DOH (OIP)	Contingent upon additional funding	Ongoing – Discussions took place with the Florida Public Health Foundation regarding their acquiring and managing IP grants. No final agreement is in place for these services.
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).	2005-2008	Injury Prevention Advisory Council, DOH (OIP) and Goal Team #4	Injury prevention stakeholders, elected state and county officials.	Contingent upon additional funding	Ongoing – A motorcycle specialty tag was established and DOH's Brain and Spinal Cord Injury Program receives limited funding from its sales. Some of the funds raised may be used for injury prevention initiatives.

Measures of success:

- Document public/private funding sources and make available statewide.
- Select a Florida injury prevention stakeholder to sit on the Florida Emergency Medicine Foundation/Learning Resource Center Advisory Board (FEMF/LRC).
- Develop strategies for working with the Florida Legislature to increase 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	TIME FRAME	LEAD(S)	PARTNER(S)	FUNDING IMPLICATIONS	STATUS
3A	Promote the use of successful injury prevention strategies to local community leaders.	2005-2008	DOH, Injury prevention stakeholders, CHDs	N/A	May be accomplished with current funding	Ongoing - Once issues are identified, strategies, best practices and awareness information is distributed to state and community agencies.

Measures of success:

- Establish community partnerships in local areas.
- Identify existing programs and partnerships within geographic areas.
- Clearly define high-risk groups at the local and state levels.
- Decrease specified injuries in high-risk groups.

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

STRATEGY		TIME FRAME	LEAD(S)	PARTNER(S)	FUNDING IMPLICATIONS	STATUS
4A	Include in the injury prevention web site a communication network (distribution list) linking the injury prevention workforce.	2005-2006	DOH (IT), DOH (OIP)	Injury prevention stakeholders	Contingent upon additional funding	Ongoing – The link will be on the OIP website and will go to a location containing conference and training information and opportunities.
4B	Provide injury prevention training/education for injury prevention workforce.	2005-2008	Professional organizations,	Colleges/universities, DOH (OIP), injury prevention stakeholders, public health professionals	Contingent upon additional funding	Completed – The Injury Prevention 101 Course “Basics of Injury Prevention” was developed and presented by stakeholder faculty during May 2006. Ongoing – May 15, 2007 is the next scheduled presentation of the Injury Prevention 101 Course “Basics of Injury Prevention.”
4C	Encourage the public/private sector to support injury prevention training/education.	2005-2008	Injury prevention stakeholders, professional organizations	Colleges/universities, CHDs, DOH (OIP), parks and recreation, school boards	May be accomplished with current funding	Ongoing – Goal Team #4 is drafting a letter for the FIPAC and Goal Team member’s employers thanking them for their support of injury prevention. In addition, the letter will encourage them to allow their staff to take advantage of injury prevention trainings held in the future.
4D	Advocate with grantors to incorporate injury prevention training and/or education as a fundable category.	2005-2008	Injury Prevention Advisory Council	CDC, Robert Wood Johnson Foundation, Florida Public Health Assn (FPHA) private funding organizations, DOH (OIP)	May be accomplished with current funding	No action.

Measures of success:

- Provide training for members of Florida’s injury prevention workforce.
- Establish and utilize a communication network.
- Document incorporation of injury prevention training requirements by grantors in funding guidelines.
- Public and private employers encourage and provide resources to staff to travel to injury prevention conferences and trainings.

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

STRATEGY		TIME FRAME	LEAD(S)	PARTNER(S)	FUNDING IMPLICATIONS	STATUS
5A	Identify and compile existing “best practices” in research literature that would promote successful injury prevention strategies.	2005-2008	University of South Florida (USF), University of Miami (UM), Florida State University (FSU), and other universities to be determined	Injury prevention stakeholders, CDC, local health planning councils	Contingent upon additional funding	Ongoing – Goal Team #5 identified the following four injury mechanisms (not shown in priority order) for research: <ul style="list-style-type: none"> • Falls (Children & Seniors), • Motor Vehicle Crashes (Child Passenger Safety, Seat Belt Use, Young Drivers, and Elder Driver) for Children, Teens, and Seniors • Pedestrian Hit by Car (Children & Seniors) • Drownings (Children and Seniors). Research is ongoing with report of evidence based best practices to be presented at May 2007 FIPAC Meeting.
5B	Identify and disseminate the results of evidence-based intervention research.	2005-2008	USF	UM, FSU, and other universities to be determined	Contingent upon additional funding	No Action - contingent on completion of 5A.
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.	2007-2008	USF, UM, FSU, and other universities to be determined	DOH (OIP), injury prevention stakeholders, CDC, local health planning councils	Contingent upon additional funding	No Action - contingent on completion of 5B.

Measures of success:

- Establish a baseline of evidence-based interventions, resources, and associated data.
- Increase the number of injury prevention programs utilizing evidence-based interventions.
- Improve the collection, integration, and dissemination of data associated with evidence-based interventions.
- Increase the number of individuals who access and use data associated with evidence-based interventions.

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

STRATEGY		TIME FRAME	LEAD(S)	PARTNER(S)	FUNDING IMPLICATIONS	STATUS
6A	Develop an integrated population-based injury surveillance data system from multiple data sources.	2004-2008	DOH (OIP); injury prevention stakeholders	DOH Office of Vital Statistics; DOH Office of Planning, Evaluation, and Data Analysis; Florida Agency for Health Care Administration; DOH Bureau of EMS; DOH Bureau of Epidemiology; District 11 Medical Examiner's Office (Miami-Dade County)	Activities in this strategy may be accomplished with current funding; however, additional funding and staffing may be needed for full implementation of this strategy.	<p>Completed -</p> <ul style="list-style-type: none"> • Study protocol for the Florida Injury Surveillance Data System has been administratively closed by the DOH Institutional Review Board in March 2007, since public health surveillance activities do not require IRB review. • A new internal data use agreement to access death certificate data for the Florida Injury Surveillance Data System was approved by the DOH Office of Vital Statistics in May 2007. • Final death certificate data available up through 2005; provisional death certificate data available for 2006. • Final hospital discharge data available up through 2nd quarter 2006. • Statewide emergency department data available for 2005. • 2006 Florida aggregate pre-hospital EMS data available on DOH website. • Florida motor vehicle traffic crash data available up through 2005. • 2006 Florida Behavioral Risk Factor Surveillance Survey (BRFSS) data available on CDC website. <p>Ongoing -</p> <ul style="list-style-type: none"> • Three questions on booster seat use and pool safety are currently being asked in the 2007 Florida BRFSS. • Policies and procedures, a data use agreement, and a research review process are currently in development for the release of Florida Trauma Registry data for public health injury surveillance and research purposes.

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STRATEGY		TIME FRAME	PROPOSED LEAD(S)	PARTNER(S)	FUNDING IMPLICATIONS	STATUS
6B	Evaluate injury surveillance data sources and specific injury prevention activities.	2005-2008	DOH (OIP); injury prevention stakeholders	Florida Agency for Health Care Administration	Activities in this strategy may be accomplished with current funding; however, additional funding and staffing may be needed for full implementation of this strategy.	<p>Completed -</p> <ul style="list-style-type: none"> The 2005 emergency department dataset was evaluated and found to have an excellent E-code rate, due to the existence of 3 designated E-code fields; 93% of the 1.4 million records for injury-related ED visits contained at least 1 E-code. Starting in 2006, the hospital discharge dataset will also contain 3 designated E-code fields; evaluation of the first 2 quarters of data found an excellent E-code rate of 95% of the 63,650 records for injury-related hospitalizations containing at least 1 E-code. <p>Ongoing -</p> <ul style="list-style-type: none"> In recent years, AHCA has made a noticeable improvement in the quality of coding of diagnosis codes and E-codes in the hospital discharge dataset. However, efforts are still needed through training/education of medical records coders to reduce the number of non-specific E-codes being used to code external causes of injury in both the hospital discharge and emergency department datasets.

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STRATEGY		TIME FRAME	PROPOSED LEAD(S)	PARTNER(S)	FUNDING IMPLICATIONS	STATUS
6C	Analyze and disseminate injury surveillance data to support injury prevention activities.	2004-2008	DOH (OIP); injury prevention stakeholders	DOH Office of Planning, Evaluation, and Data Analysis	Activities in this strategy may be accomplished with current funding; however, additional funding and staffing may be needed for full implementation of this strategy.	<p>Completed -</p> <ul style="list-style-type: none"> The 2004 Florida Annual Injury Data Report has been published and is being released to the public at the May 15-17, 2007 Injury Prevention 101 course and FIPAC meeting. 2004 Florida injury indicator data were submitted to CDC and will be published in the 2004 State Injury Indicators Report this summer. OIP was approved to host a CDC/CSTE Applied Epidemiology Fellow, but due to the competitive nature of the matching process, unfortunately was not able to match with a Fellow. <p>Ongoing -</p> <ul style="list-style-type: none"> Efforts to recruit and hire a new Injury Epidemiologist to provide full-time injury surveillance support to OIP continue until the position is filled. The deadline to apply is June 5, 2007. Electronic Injury Indicator Spreadsheets for 2005 required by CDC for the current grant year need to be completed. The 2005 Florida Annual Injury Data Report required by CDC for the current grant year needs to be completed. At this time a joint data report with the Office of Trauma is anticipated until the vacant Injury Epidemiologist position is filled.

Measures of success:

- Complete and submit all data deliverables (Florida Annual Injury Data Reports, Electronic Injury Indicator Spreadsheets) required by the CDC grant each year in time to meet specified deadlines.
- Create a viable long-term solution for disseminating injury surveillance data over the Internet with custom automatic report-generating capability.
- Expand injury epidemiology capacity to meet increasing demand for injury surveillance data by stakeholders, to allow for more in-depth and timely analyses of specific injuries and injury risk factors for prevention and behavioral modification, and to evaluate impact of intervention programs.

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

	STRATEGY	TIME FRAME	PROPOSED LEAD(S)	PARTNER(S)	FUNDING IMPLICATIONS	STATUS
7A	Identify and assess evaluation methods currently used by injury prevention programs.	2005-2007	To be determined	Universities, providers of evaluation services	Requires additional funding	Ongoing - Injury Prevention Workforce Survey includes program evaluation questions. The Survey was sent on April 13, 2007.
7B	Implement evaluation training for the injury prevention workforce based upon assessment results.	2006-2008	To be determined	Universities, providers of evaluation services	Requires additional funding	Ongoing - Evaluation module was added to the May 2007, Injury Prevention 101 course.
7C	Establish an evaluation network to provide guidance for program evaluations.	2005-2008	To be determined	Universities, providers of evaluation services	Requires additional funding	No Action - Network will be established after survey is completed.
7D	Establish 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.	2006-2008	DOH	Universities, providers of evaluation services, CDC	Requires additional funding	No Action - Will reassess after survey in 7A is completed.
7E	Provide and/or identify funding to support agencies conducting formal evaluations.	2005-2008	To be determined	To be determined	Requires additional funding	No Action

Measures of success:

- Establish evaluation component of web site.
- Increase funding sources for the agencies conducting formal program evaluations and make available for all injury prevention agencies.

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

STRATEGY		TIME FRAME	LEAD(S)	PARTNER(S)	FUNDING IMPLICATIONS	
8A	Seek enabling legislation to establish a permanent Injury Prevention Advisory Council within DOH.	2004-2005	DOH	Injury prevention stakeholders	May be accomplished with current funding	Ongoing - DOH legislative proposal for this issue was submitted to Governor's office for approval and inclusion in Governor's 2007 legislative packet. Legislative proposals have been submitted in 2004, 2005 and 2006, but were not included in the Governor's legislative agenda.
8B	Use Injury Prevention Advisory Council to promote statewide legislative policy agenda.	2005-2008	Injury Prevention Advisory Council	FPHA and injury prevention stakeholders	May be accomplished with current funding	Ongoing - Injury Advocacy Survey questions were developed to identify potential injury prevention issues that FIPAC members could promote as part of their agency/organization advocacy efforts for the 2007 legislative session. Survey was completed by FIPAC members in November and results were discussed at December 2006 FIPAC meeting.
8C	Develop position papers in support of the consensus legislative/policy agenda.	2005-2008	Injury Prevention Advisory Council	FPHA and injury prevention stakeholders	May be accomplished with current funding	No Action
8D	Identify sponsors for legislative priorities on the consensus agenda.	2005-2008	Injury Prevention Advisory Council	FPHA and injury prevention stakeholders	May be accomplished with current funding	No Action
8E	Plan and implement collaborative statewide advocacy initiatives in support of the prioritized legislative/policy agenda.	2005-2008	Injury Prevention Advisory Council	FPHA and injury prevention stakeholders	May be accomplished with current funding	No Action

Measure of success:

- Pass legislation consistent with Injury Prevention Strategic Plan's goals and strategies.