



From the Director

Brevard County Health Department staff reaches out to so many areas of the community. Over the past year, training opportunities have been provided to prepare you to meet the needs of our community and fulfill our public health mission. Our preparedness role is imposing, as is our daily role. This is why I am asking each of you to take

advantage of these training opportunities as the year progresses. Some of these will be designated as "mandatory." All personnel will be expected to complete mandatory trainings in a timely manner. We will endeavor to provide multiple opportunities or methods to complete mandatory training, when possible. It is vital that we comply with state standards.

On a lighter note, I am happy to announce that on September 16th we will have a special guest speaker presentation that I hope all of you will be able to attend. Dr. McGee is the author of: *Health, Healing and the Amuse System: Humor as Survival Training*. I have heard him speak and have invited him to come to Brevard and share his unique approach to work and wellness with you. He is quite humorous and wraps his jokes and stories

around some great points that can help us achieve a better outlook on our personal and professional lives. I sincerely hope you will enjoy this presentation. Announcements with the details will follow.

So far, 2005 has been a year of great accomplishments due to your hard work and creative ideas. Being awarded six Davis Productivity Awards is an outstanding achievement, and receiving recognition from NACCHO (National Association of City and County Health Officials) for our Maternal Health Program is truly outstanding. My sincere appreciation goes to all of you. Other achievements have also been noted such as our Immunization status for Kindergarten and Seventh Grade. For our size county we are the best. This is notable because it is a result of many of our staff working together with many from the community to achieve these extraordinary results.

I am happy to have received funds to proceed with building our new central area facility. Things are moving ahead smoothly. We have worked hard to stay connected in spite of being separated into seven office/clinic sites (newest office at Haverty Court, Rockledge). With our new building, four of those sites will come together. This streamlining will make us much more efficient as we undertake the public health challenges that are yet to come.

Thank you all for your hard work and for doing such a great job.

Taking the Honors



Davis Productivity Awards

Seven Representatives from Brevard attended an awards luncheon in Orlando and received plaques and certificates representing the 5 Davis Productivity Awards won by BCHD in 2005. They are Jim Richardson, George Jackow, Sue Macuska, Bob Vitto, Michele Solazzo and Tonya Torbert

It was an honor for the Brevard County Health Department to receive a NACCHO* Model Practice Award for 2005. Vicki Scott, director of OPI is shown receiving the plaque from a NACCHO official at NACCHO's annual conference in Boston. The award recognized the exemplary qualities of the Maternal Health Services



NACCHO Model Practice Award

Program. Out of 106 entries, the Brevard County Health Department was one of 39 to receive an award and one of only three in Florida. "The Brevard County Health Department and the Maternal Health Program joins a special group of public health agencies that exemplify the forward thinking, proactive attitude of our nation's public health system," said NACCHO president Dr. Michael Caldwell

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* National Organization of City and County Health Officials

Health, Hawaiian Style

Stress reduction for those experiencing the “school rush” was aided by a new program in Titusville called Atmospheric Conditions, the first of which was Hawaiian Days. Simple leis, hibiscus (hibisci?) for the hair and soothing Hawaiian music was all that it took to create a new ‘atmospheric condition’ in the clinic. Props were donated or borrowed, so there were no out of pocket expenses involved. Western Day is in the planning for some time in August.

Patricia M. Dyer



Welcome to Haverty Court

Most of the moving frenzy has quieted down. Bill, Judy and Sheldon are relearning the comfort of the routine, and there is (or was) one room piled high with cardboard boxes. Haverty Court can also be referred to as the Administrative Annex. Our new office is located east off Murrell Road, south of Eyster Blvd in a professional office and business complex. Currently this facility houses Finance, Accounts Payable and Receivable, School Health, Office of Performance Improvement, Purchasing and the EMBRACE Breast and Cervical Cancer program. The WIC office will move in September. The move was the result of negotiations with the county. The county needed the space and was willing to completely cover all moving and renovation costs to the new offices. They also agreed to provide the space and the utilities at no cost to us. What a deal! To all of the staff that moved we congratulate you for a great job. Moving is never easy so thank you also for keeping things running smooth in the midst of the boxes. See the BCHD Intranet home page for Haverty Court phone numbers.

SWAT Florida's Cure for Youth Smoking

Students Working Against Tobacco or better known as SWAT, has undergone a tremendous transition from the early days of 1998. However, rather than dealing a death blow, this transition has toughened both youth and leaders that have remained. Now, in the coming days there may be a new hope that will allow this successful program to again reach many at-risk youth.

On August 25, 1997, the State of Florida negotiated a historic settlement with the tobacco industry. Proceeds from that settlement currently provide approximately \$440 million per year to the State of Florida. From that settlement, in 1998 Florida launched a comprehensive youth tobacco prevention program that would grow to be the model in the U.S. and emulated world wide. Since its inception in 1998 Florida has seen a **57%** reduction in middle school smoking and a **37%** reduction in high school smoking. No other tobacco prevention program in the nation can boast these results! . SWAT's mission is to enrage and empower a new generation of youth to become activists by combating the lies and deceitful tactics of the tobacco industry. From 1998 to 2002, SWAT was able to work toward this mission through its multifaceted approach. In 2003 Florida's youth tobacco prevention program received a 99% reduction in allocation—crippling its ability to offer a comprehensive approach to reducing youth tobacco use. Con't on Page 5



“If you are not making waves,
You're not kicking hard enough”

FISH PHILOSOPHY

To learn more about FISH , turn to page 5

JUST ANOTHER DAY AT THE "OFFICE"

Many times we look at work so routinely that we miss seeing the impact that we make on "people". Sometimes these people are our clients but other times they are the people we work with, fellow staff or people in outside organizations. The following two stories are just what we sometime miss. Ordinary work handled in an extraordinary way.

Case Log "STD"

The word "phenominal" might need to be redefined to describe a probable syphilis case investigation and follow-up regarding on of our maternity clients. A 24 year old pregnant girl came to the health department clinic this past March. She was 35 weeks pregnant with no prenatal care. What brought her in was not the pregnancy but lesions which most probably was the result of a chancroid infection. She was treated and released. Subsequently, her RPR came back positive for syphilis and another provider said she tested positive for cocaine and marijuana. The patient could not be located so the search was begun. She lived with her mom however, she had gotten into trouble so the patient and boyfriend fled to North Carolina. While following up that lead, a local hospital called the STD supervisor confirm that this patient was in the ER the night before complaining about abdominal pain. According to the nurse who called, the patient was high on drugs and almost incoherent. During another visit to her mother's house in search of the patient, the mother admitted that her daughter spent a great deal of time on the streets. She was located on the street the following morning, but was extremely high on cocaine and uncooperative. The Disease Intervention Specialist (DIS) offered to transport her to the clinic but she refused. She indicated that if he returned at 1:00 PM, she would be ready to go. While this discussion was in progress, an astute nurse was passing by and picked up on what was happening. She stopped to assist the DIS. The nurse placed the patient in her car and took her to the clinic for treatment. In the patients drugged state, the interview was difficult but she indicated that she had spent two months in the Volusia County Jail for prostitution before going to live with her mother. Her current

boyfriend, whom she believed to be the father of her unborn child, was the only locatable partner. By the time the interview was completed, the nursing supervisor had arranged for the patient to be admitted into a drug rehabilitation facility in Orlando. Her mother drove her to Orlando that same day. The patient completed her treatment for syphilis, and delivered in Orlando.

This is a truly phenominal example of teamwork between STD field staff, the private sector (ER and hospital) and public health nurses that coordinated to give the highest quality of care in the world (certainly in the state).

Author - Bruce Pierce

"Spanish Anyone"

Today a young Spanish speaking mom brought her infant son in for a pediatric sick visit. It appeared to all of us that the infant didn't have Medicaid. The language barrier was working overtime. Our new multi-talented, bilingual nurse, Yalila Tang came to the rescue. Yalila discovered that the mom had mailed the KidCare application and yes her infant now had Medicaid and a gold card. Kathyann Francis-Toney ran the Medifax and adjusted the records and now we can bill for today's visit as well as three (3) previous visits (about \$600 in revenue). Yalila interpreted the MediPass enrollment counseling and found that mom had been about to accept a different Medipass provider not realizing that we only accept MediPass. Now and into the future we will have a new BCHD client thanks to the team spirit and flexibility of the Melbourne team and our new nurse. Thank you Yalila and welcome to the healthcare family here in Melbourne.

Author - Sue Macuska

Stories like these happen often throughout our offices and programs. It is good to hear our mission, "To Promote, Protect, Maintain, and Improve the health and safety of all the citizens and visitors of Brevard County" spoken in human stories. If you would like to see this column in future issues of the PULSE, share your stories. Thanks, to Sue Macuska, Patty Seibert and Bruce Pierce for sharing "Just another *extrordinary* day at the office".

General Staff Meeting

"Prevention begins at home", is a great idea until you have to do it. But, do it we must! To help us all take this phrase to heart, this year's General Staff Meeting on

Health and Fitness brought many health groups and activities to our

staff at F. Burton Smith Park on June 10th. In all, 25 vendors came out with information, screenings and goodies. Staff and vendors had a great time. And, we learned how to use prevention as a first line defense against things that rob us



Jennifer, Elaine, Joanne and “O”



Elaine Crudo, Joanne McMillon and Jennifer Phillips, all three, nurses from the Melbourne clinic, had a great opportunity to be in Chicago and have tickets to the Oprah Winfrey show compliments of Elaine's soon to be daughter-in-law. At the end of the show, Joanne “somehow” connected with Oprah and introduced her to Elaine and Jennifer. A few questions later, Oprah discovered that all three had covered the '04 hurricanes working in the shelter and had their clinic nearly destroyed. Jennifer said that Oprah insisted on taking a picture with this band of brave, dedicated, hardworking public health nurses.

WIC & Nutrition News

Congratulations to Lori Nelson in the Rockledge office who recently passed the RD (Registered Dietitian) exam and is now a licensed Dietitian/ Nutritionist.



In addition to providing nutrition education and counseling to WIC clients, this talented young lady has designed several nutrition education pamphlets and information brochures for use by the department. She enjoys working with children, and has developed nutrition related games and activities to improve children's eating habits.

Lori promotes optimal nutritional health to community groups through lectures and workshops not only in Brevard County but as far away as New Jersey. This year, Lori led a nutrition workshop at the annual **Conference on Early Child Care and Education** sponsored by the Children's Home Society in her hometown of LakeWood, New Jersey.

Lori, who was quoted in the paper as a nutrition educator with the Brevard County Health Department said, “We need to keep our children moving to eliminate childhood obesity”.

WIC and Nutrition of Brevard County Health Department would like to recognize Lori for her outstanding contribution to the health and wellness of our clients and the community at large.

“Dennis” Deployment

Monday morning just a little over 24 hours from the time Hurricane Dennis made landfall, a group from Brevard was on the way to in the panhandle of Florida. The group was made up of BCHD and Children's Medical Services staff. They took off in three vans about 11 AM July 11th and headed for Tallahassee by 5 PM. At 11:30 our intrepid band reached the -----shelter. Amazingly the shelter was in good shape and scheduled to close the next day. This was a good dilemia, but a dilemma none the less. The motel accomodations were in Mobile Alabama. At last our group could rest for the night and start the return trip the next day. The long miles and the unfulfilled mission may be looked on as a frustrating way to end, but you make us proud and for that we have a big THANK YOU. You represented all of us in your willingness to go and serve the people in the Pensacola area.



Those that went are:

**Carol Carney
Sue Givens
Missie Hazel
Jesi Staughn
Susan Bragonje
Pat Kelly
Carlo Edison
Collen Flaherty
Rose Roller
Beverly Good
Sandra Deveaux
Linda Murry
Jill Vogel
Mary Young
Sue Macuska
Debbie Verzi**

“Dennis” Deployment - Part 2

Loretta Goggins our Chronic Disease Prevention coordinator has been a volunteer with the DOH Behavioral Health Team for the last two years. She was deployed to all four hurricane areas last year as a team leader. The Behavioral Health Team provides critical incident stress management debriefings to DOH personnel that have been affected by a disaster. This year she was deployed to the panhandle a week after the storm and was on site for four days. Two observations that Loretta has made that would help avert the stress that comes in a disaster is for families to have a disaster preparedness plan, something concrete and workable and once the storm passes to be able have the time to take care of personal problems arising from the storm. Loretta, THANK YOU for your willingness to serve the DOH family.

BUILDING UPDATE

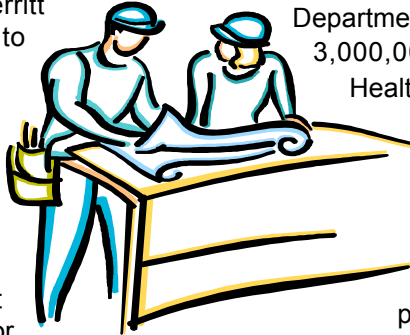
The proposed project to build a new Central Brevard County Health Department building to consolidate the services now being performed in the Rockledge Clinic, Rockledge Annex, Byrd Plaza, Merritt Island and Haverty Court sites is closer to becoming a reality.

During the 2004-2005 legislative session, \$1,500,000 was awarded to us for the initial planning process for this project. In December 2004, the Brevard County Board of County Commissioners passed a resolution approving the designation of 10.96 acres of land at the Viera Government Center, along Judge Fran Jamieson Way, for the new Central Brevard County Health Department building. During the 2005-2006 legislative session, and additional \$8,000,000 was authorized to be spent for the project. We are grateful to Senator Posey for his support and advocacy for this important project. An additional \$500,000 was allocated from the Brevard County Health Department trust fund toward the building project as well.

Currently, the project funding is \$10,000,000. The source

of the funds are projected to be:

- \$ 4,500,000 - State funding from the Legislature
- 2,500,000 - Funding from the Brevard County Health Department operations & trust fund
- 3,000,000 - Contributions from other County Health Departments in Florida.



The building is projected to encompass approximately 65,000 square feet of interior space. An architectural firm has been retained and the planning process began last month with the architects and supervisors from each of our programs who will be relocating to the new building.

In July, an initial site plan was presented for review by the Plan Committee of the Viera Company and Brevard County for evaluation. A follow-up presentation will be scheduled soon. Planning for the interior floor plans will resume in September.

Groundbreaking should take place in early 2006. We do not have a construction timetable yet.

Author: Bob Vitto

The Chicago Marathon

Chicago is a long way from Central Florida and I'll bet that the October 9th Chicago Marathon (26.2 miles) has not been on anyone's mind that is except for one. Jennifer Hellar (Nutrition Educator) is in training for this event.



In January of this year, Jennifer ran the Disney Marathon.

This was her first marathon and as we talked about the experience, she said

that she was going to train for the Chicago Marathon. I thought I would do

an update. She started in June and is running the training plan of an experienced marathon runner Hal Hidgon. Currently she is running approximately 48 miles a week. That's 2 days at 5 miles, 2 days at 10 miles and a long run of 18 miles. The long runs are done on the weekend and she runs in Cocoa Beach or along the Indian River on River Road from Cocoa to Sharpes. She will increase the long run over the next couple of weeks to 22 miles. Then, Jennifer will start tapering down about three weeks before the event. Chicago is Jennifer's home town and she is planning to run with her sister. Her family is excited and rallying support for she and her sister during the race. Jennifer, we can't be in Chicago on the 9th, but our thoughts will be with you. "You Go Girl!!!"

SWAT Florida's Cure for Youth Smoking

Con't from page 2

Despite the \$440 million per year that Florida still receives from its settlement with Big Tobacco, only \$1 million is currently allocated for youth tobacco prevention. Big Tobacco, however, spends \$772 million each year marketing its products in Florida. Death While these odds seem daunting, the youth in the SWAT program work to remain both united against the tobacco industry and creative in their approach to educating their peers about Big Tobacco. Their voice, once 70,000 strong, has decreased to just over 5,000. Inadequate funding, the diminishing support of community partnerships and lack of county adult staff have significantly hindered their ability to deliver effective and sufficient anti-tobacco messages. A promising hope is on the horizon! With the support of the American Cancer Society, the American Heart Association, the American Lung Association and the National Campaign for Tobacco Free Kids, a new organization has formed with the purpose of restoring Florida's funding for its acclaimed youth tobacco prevention program. Called the Floridians for Youth Tobacco Education, Inc., their mission is to allow voters to decide whether a portion of tobacco settlement funds should be used for tobacco prevention. They have begun a ballot initiative that would require 15% of the annual tobacco settlement payment be allocated to tobacco use prevention. You can learn more about the research that supports comprehensive youth tobacco prevention and this initiative on their website at www.keepkidssmokefree.org.

Author - Laura Corbin

General Staff Meeting

Con't from page 3



of great health. Fun activities were also a highlight of the day. The horseshoes clanged, the Frisbees flew, the golf balls were driven, the volley balls served, the kayak paddles splashed and the square dancers promenaded.



By the end of the day, we consumed many bottles of water, a lot of fruit and 25 pounds of peanuts. The finale was a drawing for some great prizes. These

prizes were donated through the generosity of our community. Please take a moment and look at the list of vendors who contributed on page 7. On the same page, check out a list of health organizations that set up booths. Their willingness to come made the event a great success. Lastly, the Office of Performance Improvement (OPI) would like to thank BCHD volunteers that gave us their time and talents to put it all together.

Back Fish Philosophy



I've seen a bumper sticker that says "Why don't we work 2 days and fish 5 days a week". You know, we just might be able to do just that. How, you say. Well, you may have heard that Fish has come to BCHD, that's how. The FISH Philosophy originated in Seattle, Washington at a fish house called Pikes Place. They decided to have fun and work too! It was infectious and before long everyone was having a great time and working too. It comes with making a decision to look for the dozens of little things to celebrate the day. Want to learn more about how the FISH Philosophy can come to your office or program. Call Paula Winton in OPI at 639-5791

THANK YOU, VOLUNTEERS

The following staff were a tremendous help in helping before, during and after the Health and Wellness General Staff meeting. These great volunteers are:

Jay Rudy (Community Health)	Alan Righenzi (Immunizations)
Sharon Simek. (Purchasing)	Angie Pereria (School Health)
Sharon Yankie. (Purchasing)	George Jackow (Environmental)
Victor Rodriguez (Nutrition)	David Muraiiu. (HIV Group)
Maria Alemany-Gonzalez (Nutrition)	Chanel Folsom (HIV Group)
Felix Navarez (HIV Group)	Tonya Torbert (Epidemiology)
	Sheldon Scrivener (Facilities)
	Judy Wilkins (Facilities)



As a thank you to our hard working volunteers, a drawing was held and a great prize was awarded to the winner. Felix Navarez (pictured left) was the recipient of a prize sponsored by the Radisson at the Port. Thanks, Felix and again thanks to all our volunteers.

The Media

If you normally read the paper, watch certain channels on TV or listen to a specific radio station we need you. The public information office is asking for volunteers to monitor the media for health information that is released by the Brevard County Health Department. The public information office is responsible for dealing with the media, putting out press releases and keeping track of what the media releases. Knowing how the media reports PSAs and other relevant information is important to determine how effective the information is getting out. A normal press release may go out to 4 to 5 newspapers, 10 radio stations and 4-5 TV stations. If you are interested in helping, please call Jim at 634-6368. All you have to do is let me know what media you normally watch, listen to, or read. Then if you see or hear anything about or from the BCHD, call Health Education at 634-6368 and let me know, or send me a copy of the article in the courier. Thanks for helping, Jim Richardson



The PULSE



The PULSE is coming out on a regular basis. Please use the PULSE to communicate the great things that are happening at your office or with your program. If you have a story idea or see a "Kodak Moment" either submit it, or let me know and I will help you. The next issue of the PULSE will be coming out mid November. Submit articles for the PULSE by the first of November. Call or e-mail Jim in Health Education at 634-6368 **The "stuff" in the PULSE is great when it comes from you!**

Thank You

to all of the Participants in this year's Health and Wellness Staff Meeting

Health Fair Participants

UCF College of Nursing
 Brevard Community College
 Palm Bay Parks and Rec
 Parrish Medical Center
 Walgreens
 Wuesthoff Health Systems
 American Lung Association
 American Cancer Society
 American Red Cross
 Cape Canaveral Port Authority
 Capital Insurance Agency
 Central FL YMCA
 Kaiser College
 Colonial Insurance
 Curves
 Sam's Club-Health and Fitness
 Space Coast Blood Bank
 Village Outfitters
 Caller Labs - Square Dancing
 The Allen Group
 Wait Family Chiropractic
 Weight Watchers
 BCHD Nutrition

The tremendous support from the community made this years health and wellness staff meeting a great success.

Prize Drawing Sponsors

Space Coast Ice Plex
 Rockledge Gardens
 Bankers Bar and Grill
 Longhorn Steak House
 R.J. Gators
 Chowder Seafood Grill
 Coconuts on the Beach
 Traxx Family Fun Center
 Portabella Ristorante and Pizzeria
 A Day Away Outfitters
 Fish Tales Fishing Charter
 Rave 16 Theater
 Cocoa Beach Family Fitness Center
 Bernard's Surf Restaurant
 Wakulla Suites Hotel
 The Melting Pot
 Courtyard by Marriott
 The Henegar Center
 The Sailing School
 Space Coast Nature Curves



Great Job

Purchasing Department

Congratulations to the Purchasing Department for an excellent job attaining compliance with our Certified Minority Business Enterprise (CMBE) goal. For 11 months ending in May 2005, the Brevard County health department attained 150% compliance for the CMBE goal. This is especially noteworthy as all the 67 county health departments as a whole achieved 74% compliance and the total for the Department of Health was only 83%. This goal is an important achievement to the Governor and the Secretary of Health, John Agwunobi, MD. Special thanks go to Sharon Yankie, Sharon Simek, Crystal Covell, Jewell Borden and Carol Hudson.

School Health News

Shirley Matrow,
 School Health



Shirley, an LPN at Quest Elementary School was awarded the employee of the year award. She was recognized at the School Board Award program in May for the excellent operation of the clinic, her effectiveness and caring attitude with the students and working well with the school staff, parents and the community. CONGRATULATIONS, Shirley!

Rockbedse News

Congratulations to the new Rising Stars

Travia Williams
 Gail Brazdo
 Colette Hendren



- Debra Byrd left BCHD to pursue moving to the Tennessee Mountains
- Missy Hazel has a new grandson
- Travia Williams has taken a promotion as Supervisor in School Health. We wish her well!

We had our Fish training program on Friday, August 19th and it was very motivational and enjoyed by all who attended

