

Lee County Injury Prevention Coalition

September 16, 2009—10 a.m. to 12 p.m.
 JP D'Allesandro Regional Service Center
 2295 Victoria Avenue, Fort Myers 33901
 Room 165 D

ATTENDANCE: Stay Alive Just Drive: Jay Anderson; **Private Citizens:** Lowell Gerson, Dan Moser; **Lee County Public Safety:** Diane Holm, Dave Kainrad; **Lee County Health Department:** Olivia Munoz, Maria Ford; **Lee County Sheriff's Dept.:** Andrea Adams; **Fort Myers Fire Dept.:** Ileana Foell; **SWFL Safety Council:** Linda Dundee; **Area Agency on Aging:** Mark Tesoro; **Epilepsy Services of SWFL:** Lilia Welch; **Osterhout, McKinney & Prather PA:** Britton Swank; **Lee Memorial Health Systems:** Syndi Bultman; **The Children's Hosp. of SWFL:** Michele King
Board Member's- Chair, Lowell Gerson; Vice Chair, Syndi Bultman; Secretary, Diane Holm; Jay Anderson, Michele King, Dan Moser, Mark Tesoro

Topic:	Discussion:	Follow Up:
Welcome	<p>Meeting began with welcome and round-table introductions at 10:05 a.m. Minutes from the July 15 meeting were approved following a motion by Dave Kainrad and second by Jay Anderson.</p> <p>Lowell reported action from the IPC Board meeting on September 15, 2009. The board decided the agenda should change to reflect the 5 areas of concern listed in the IPC strategic plan and report on our activities in those areas during the information exchange.</p>	<p>lgerson@neoucom.edu</p>
Safe Kids	<p>Olivia Munoz reported a successful child passenger fitting station was held at the LCHD on September 14th. Twelve seats were distributed. She reminded the group that this is Child Passenger Safety Week.</p> <p>Syndi Bultman reported for Safe Kids based on the report given by Liz Moreno to the Board of Directors September 15. There were several Child Passenger Safety Seat fittings resulting in the correction of at least 55 improperly installed car seats. SK participated in a Back to School fair giving away school supplies. They are working with FDOT to help distribute bicycle helmets to elementary and middle school children. Liz Moreno recently attended a Safe Kids meeting to improve the report forms to eliminate confusion for many technicians.</p> <p>Safe Kids Walk This Way will be Wednesday, October 7, 2009 with six schools participating. No new signs, banners or giveaways were supplied this year. A check for \$500 will be used for tshirts. The Safe Routes to School program from Miami continues simultaneously and is causing confusion among school personnel.</p> <p>A letter-writing campaign is underway supporting Rep. Richard Steinberg of Miami Beach and Sen. Thad Altman of Melbourne as they propose a bill requiring children ages 4-7 ride in booster seats. Lowell stated that "Public Policy" is part of the IPC strategic plan, and suggested that Liz Moreno and Jay Anderson create separate letters that can be distributed to IPC members to support the booster seat and texting while driving bills. Jay Anderson agreed and Michele King agreed to pass the message along to Liz. Diane</p>	<p>Elizabeth.moreno@leememorial.org</p>

	<p>Holm suggested that language on the email message when sending the letters from the IPC should suggest members not permitted to participate in such activities should do so from their non-business e-mail addresses.</p> <p>It was suggested that the subject line should be "Action Alert" when requests for membership action are sent.</p> <p>The next SWFL Safe Kids Coalition meeting is Nov. 4, 2009, location TBA.</p>	
Speaker	<p>Lilia Welch of Epilepsy Services of SWFL gave an interesting talk about seizures, facts, myths, causes, laws, services, how to recognize a person having a seizure and how to assist them. Her agency serves Lee, Hendry, Glades and Collier counties with help for individuals who are without insurance and in need of assistance. She offers a class to the public in Epilepsy First Aid. If interested in attending contact Lilia at (239) 275-4838 ext. 1</p> <p>It was agreed that IPC may be able to help prevent injuries to individuals suffering from seizures through advocacy. A law is needed to prevent epileptics from driving.</p>	<p>Lbutler206@embarqmail.com</p>
Falls Prevention	<p>Lowell Gerson reported briefly on the results of the survey sent to members last month in lieu of the August meeting. There were 25 responses and six who planned to participate in falls prevention activities during Falls Prevention Week and beyond. Most will participate in the Step Wise-Lee Balance/Falls Event Tuesday, Sept. 22, 2009 from 10-12 at the Cape Coral Wellness Center and 2-4 at the Lee Memorial Hospital Auditorium. There will be speakers, demonstrations and vendor tables.</p> <p>A program called Senior Sensations is planned for the Three Oaks Community Center, with Falls Prevention information being given.</p> <p>Osterhout, McKinney & Prather PA and Arden Courts have a Falls Prevention Program planned for October 9 from 9:30-11 at Gulf Coast Hospital and 2-3:30 at Hope Hospice in Cape Coral. Anyone interested in an invitation should contact Britton Swank at 939-4888.</p> <p>Priority Marketing created the primary documents for IPC distribution including a brochure, with printing donated by Printer's Ink. They created a flyer, poster, trade show display, branding for Lowell's and future power point presentations, brochures, and a website www.stepwiselee.com Other parts of the contracted work are still being created.</p> <p>Action Item 1: Jay Anderson reported the request to get Willard Scott to be the Falls Prevention spokesperson didn't pan out.</p> <p>Action Item 8: It was agreed that the www.stepwiselee.com website should include two-way links to all agencies instrumental in the advancement of the Falls Prevention Campaign including: Lee County Injury Prevention Coalition, Lee Memorial Health Systems, Lee County Public Safety, Lee County Health Department, Area Agency on Aging, and the Coalition for the Independence and</p>	<p>lgerson@neoucom.edu</p> <p>brittons@omplaw.com</p>

	<p>Enrichment of Seniors.</p> <p>Lowell also mentioned that there is a State Falls Prevention Steering Committee to be held in Tampa on Oct. 7th. He also mentioned the need for the IPC website to link to other organizations. Motion was made by Dan Moser and seconded by Mark Tesoro that Jay Anderson look into the feasibility of getting webmasters to create the two-way links. Jay agreed.</p>	
<p>Information Exchange New meeting location chosen</p>	<p>Lowell revealed the results IPC survey that was distributed and said that the group was in favor (by a small margin) of moving the IPC meeting location to the new United Way offices on Concourse Drive in Harlem Heights. It was decided that starting Jan 2010 the IPC meetings will be held at the United Way location. Diane offered to contact the LCHD to cancel the reservations we currently have at the JPD Building.</p>	<p>dholm@leegov.com</p>
<p>Drowning Prevention</p>	<p>Diane Holm reported briefly about the Drowning Prevention video. Patrick Comer lost his job with Lehigh Fire and was unable to purchase the district's equipment. He purchased some equipment on his own, so will be able to finish the video, but more slowly than before. What remains is additional video shot after the video was completed to improve its quality. The Drowning Prevention Committee hasn't met since spring. Lee County Parks and Rec kept closed its seasonal pools throughout the summer with few complaints. Some pools were utilized when Summer camps hired lifeguards as camp counselors who in turn watched the children in the pools.</p> <p>She also distributed information on the 1-800 Board Up non-profit arm of Ericksons Drying Systems. Board Up is a franchise born out of the Oklahoma City bombing http://www.1-800boardup.com/. The company goes to homes and businesses and cleans up debris and boards up the building and unprotected swimming pools following a disaster like a fire, tornado, hurricane or flood. They only charge a fee if the property owner has insurance to pay for their services. In response to a question about unprotected pools at foreclosed homes, Diane said the individual cities and counties are enforcing fencing laws only when a complaint is issued.</p>	<p>dholm@leegov.com</p>
<p>Bicycle and Pedestrian Safety</p>	<p>Dan Moser reported Bike Walk Lee is hosting a public forum from 9-2 on November 8, 2009, at the Lakes Park pavilion directly across from the main entrance. The group's hope is the public will identify streets, sidewalks, bike lanes and bike paths that need constructing, need improvement, need signage, etc. A cookout will follow.</p> <p>Lilia announced FDOH and FDOT partnered to hold a helmet fitting training and distribution event at Naples Beach Hotel, 851 Gulf Shore Blvd., Naples, 34102, from 2-5 p.m. on September 29, 2009.</p> <p>Diane announced the Safe Lee program has been inventoried and as soon as assembly instructions are written and an educational script created, it will probably go to the Lee County Library system for use at alternating branches. The group agreed that this was an excellent fit for this program and Dan offered to provide training to library personnel on program if needed.</p>	<p>dan@floridabicycle.org</p> <p>Lbutler206@embarqmail.com</p> <p>dholm@leegov.com</p>

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	<p>Dave Kainrad announced Dan's contract with Lee County Public Safety will be renewed.</p> <p>Mark Tesoro reported on the "Appleseed" meeting held in Tampa September 15, 2009, attended by he, Dave Kainrad, and Pam Fico. The Appleseed project was created to promote EMS and Health Department collaboration on falls prevention. The meeting focused on establishing relationships and potential funding sources. The group expressed interest in the IPC's activities. Dave Kainrad added that the "Step WiseLee" information was given to the state and federal personnel for review.</p>	<p>tesorom@aaa.org</p>
Motor Vehicle Safety	<p>Jay Anderson discussed Sun Coast beverage (Anheuser-Busch) have agreed to become a corporate sponsor of SAJD and that he has been contacted by "Par-Media" who represents BL Scheiner. They are interested in doing a PSA for distracted driving and possibly other programs of the IPC (water safety, bike/ped safety, etc.). Jay also said that the management of the Boston Red Sox's contacted him regarding the Smoltz endorsement of SAJD program and that they were interested in having another player sponsor the program. Home Depot is a corporate sponsor, and he has a meeting planned with the law firm of Zion Gallager for sponsorship.</p>	<p>justdrivefla@embarqmail.com</p>
Intentional Injury	<p>Andrea Hall announced her marriage and new name of Adams. She reported on intentional injury/violence aspects of the IPC strategic plan and stated that LCSO is currently working on a pharmaceutical unit and pharmaceutical deaths. They are actively looking for and will be applying for grants in this area.</p>	<p>aadams@sheriffleefl.org</p>
Fire Safety	<p>Jleana Foel of the Fort Myers Fire Department reported that October is Fire Prevention month and that Station 6 "Trail Head" on Veronica Shoemaker Blvd. will be holding an open house on October 11th. Lowell Gerson told the group that the IPC board has not made fire prevention one of its primary areas of concern because morbidity and mortality data in the county was used to identify the areas of greatest need.</p> <p>However, considering the extent of the recent cut backs in fire personnel there is concern by the board about the potential for an increase in fire related fatalities. The group will watch closely for fire prevention needs to be added to the strategic plan.</p>	<p>ifoell@cityftmyers.com</p>
Upcoming Events	<p>The calendar is working so everyone should enter their own events in the future. Please use the exact format for date and time given in order to successfully enter an event.</p>	<p>www.leecountyinjuryprevention.com</p>
Adjourn:	11:45	
Next Meeting:	October 21 , 2009	

Minutes by: Diane Holm

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