

NEFLC Highlights

Monthly Report of the Northeast Florida Regional Council

October 2006

Healthy Start Coalition releases annual findings related to fetal and infant mortality

On Thursday, October 20, 2006, Northeast Florida Regional Council affiliate Healthy Start Coalition of Northeast Florida released its 2006 Fetal & Infant Mortality Review (FIMR) Project and Community Report entitled "Project Impact."

The goal of *Project Impact* is to reduce infant mortality by gathering and reviewing detailed information to gain a better understanding of fetal and infant deaths in Northeast Florida. The project examines cases with the worst outcomes to identify gaps in maternal and infant services and to promote future improvements.

Project Impact which started in 1995, is carried out by the Northeast Florida Healthy Start Coalition with funding from the Florida Department of Health.

Each month, fetal/infant death cases are selected for the project based on specific criteria. Between 2000-2006, more than 180 cases were reviewed through this process. Utilizing an approach developed by the American College of Obstetrics and Gynecology (ACOG), information is abstracted from birth, death, medical, hospital and autopsy records. Efforts are also made to interview the family. No information which identifies the family or medical providers is included on the abstraction form. Case summaries are developed and presented bimonthly to the Case Review Team (CRT).

The CRT, a multidisciplinary group of community medical and social service professionals, examines each case to determine medical, social, financial and other issues that may have impacted on the poor birth outcome.

Project Impact also provides Community Action Recommendations and highlighted two particular responses for 2006: to address the increase in sleep-related deaths in NE Florida through the implementation of an awareness and information campaign and to implement strategies to address preconception health and planned pregnancies.

For more information, please contact Carol Brady at (904) 279-0885 X 140.

Press conference promotes Safe Sleep Campaign

In a major effort to combat the increasing number of infant deaths in the Jacksonville area, a new public awareness partnership involving the Northeast Florida Healthy Start Coalition and several other state and local agencies was announced at a press conference held on Thursday, October 20, 2006 at the Northeast Florida Regional Council.

The goal of the *Safe Sleep Campaign* is to increase awareness about how parents can properly position their infants to get ready for sleep, the dangers of parents sharing their beds with infants, the importance of breastfeeding, the impact of secondhand smoke and more. The campaign targets expectant and new parents, health care providers, child care centers, community agencies serving families and the general public.

Lori Cooper, the Executive Director of the National SIDS & Infant Death Project and a nationally known expert on SIDS and infant deaths, was on hand to respond to media questions. In addition to representatives from the Northeast Florida Healthy Start Coalition, others from the Florida Department of Health, Florida Department of Children and Families, Jacksonville Children's Commission, Florida SIDS Alliance, Flagler Hospital, the University of Florida Department of Pediatrics, the Early Learning Coalitions in Duval County and other counties, and other area agencies attended the press conference and spoke on behalf of this important effort to reduce sleep-related deaths and improve the quality of life in Jacksonville and surrounding counties.

For more information, please contact Carol Brady at (904) 279-0885 X 140.



The Northeast Florida Regional Council is pleased to announce its 2006-2007 Officers

MR. CHIP LAIBL
President
Putnam County

Hon. Harold Rutledge
1st Vice President
Clay County

Mr. Hugh Fish
Secretary/Treasurer
Baker County



Healthy Start Coalition Chair, Joy Burgess, RN, addresses the media along with other representatives from state and local health agencies while promoting a new public awareness partnership, the "Sleep Safe Campaign" to combat SIDS and sleep-related deaths.

Council on Aging receives recognition for outstanding public service

St. Johns County Council on Aging (SJCCOA) was presented the Federal Transit Administration (FTA) Administrator's Award for Outstanding Public Service in Rural Public Transportation in October. It was nominated for this award by the Northeast Florida Regional Council in response to a solicitation through national organizations in the field of transit.

The SJCCOA has been featured as a case study in a publication by the Department of Health and Human Services, Administration on Aging, and United We Ride which focused on St. Johns' "hospitality culture" for older adults. It has successfully educated county leadership on mobility challenges within its predominately rural community resulting in a model private/private partnership with the county contributing \$60,000 in 2006-2007 to supplement the Commission of Transportation Disadvantaged allocation.

In addition, the SJCCOA has partnered with the St. Johns County and the Veteran's Administration to provide transportation for veterans to the VA hospital in Gainesville, which resulted in improved coordination of scheduling. It has also partnered with the St. Johns County Public Works Department in the county's bio-diesel program, whereas donated cooking oil is turned into bio-diesel. This partnership allows the COA to buy bio-diesel for its vehicles at a reduced cost.

The COA has also worked with the Jacksonville Transportation Authority through its ChoiceRide program to fund two routes of the Sunshine Bus Company. Its innovative and responsive public transportation system continues to meet the growing and varied mobility needs of its community residents – most importantly the needs of those who need it most – the elderly, the disabled and the transportation disadvantaged.

For more information, please contact Jeanie Palmer at (904) 279-0885 X 146.



Cathy Brown (right), Executive Director of the SJCCOA, pictured here with husband Warren, proudly displays the FTA Award of Excellence.

Emergency Preparedness staff continues to focus on keeping citizens safe

The 2006 Regional Domestic Security Task Force (RDSTF) Exercises culminated with Region III's Urban Area Strategic Initiative (UASI) Full Scale Exercise held October 18, 2006, at the Jacksonville International Airport.

The exercise examined interdisciplinary and interagency coordination and response and recovery capabilities. It involved over 500 participants, including radiological support, bomb squad, SWAT team, and other specialized teams. Twelve local hospitals also participated to provide assistance to 280 exercise participants who played "victims."

Council staff provided the logistical support to the exercise and to the participating agencies involved. The Northeast Florida Regional Council's EPP staff continues to embrace the responsibility of coordinating statewide RDSTF exercises to encourage and facilitate multijurisdictional and multidisciplinary participation at all levels of government.

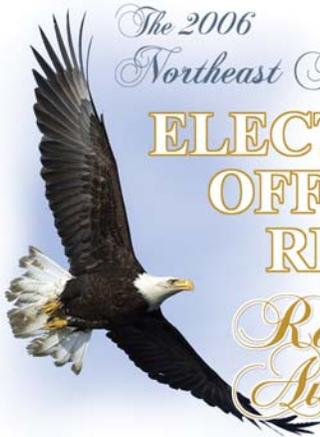
For more information, please contact Jeff Alexander at (904) 279-0885 X 134.

SAVE THE DATE

*The 2006
Northeast Florida Regional Council*

**ELECTED
OFFICIALS
RECEPTION**

*Regional Leadership
Awards Ceremony*



THURSDAY, NOVEMBER 30, 2006

6:30 p.m. - 9:30 p.m.

St. Johns County Convention Center at the World Golf Village

