

# NEFLRIC

## Highlights

### Monthly Report of the Northeast Florida Regional Council

July 2007

#### Northeast Florida Regional Council Emergency Preparedness Team leads the statewide effort to update all Hurricane Evacuation Plans

The 2007 Hurricane Season commenced on June 1<sup>st</sup>. In response to the season, the National Hurricane Center and other sources have predicted above average activity, with some sources also forecasting a higher than average risk of hurricanes making land fall in Florida and some even targeting Northeast Florida as a high risk area.

It is critical that residents are informed of evacuation routes, where and how to get information about the route and when to leave for evacuation. As a response to the devastating effects of the 2004 and 2005 hurricane seasons, state legislators passed House Bill 1721 and House Bill 1359 in 2006, which identified enhanced statewide hurricane evacuation planning and a redefinition of the coastal high hazard area as state priorities. In accordance with this legislative direction, the State of Florida Division of Emergency Management obtained grant money through the Federal Emergency Management Agency's (FEMA) Hazard Mitigation Grant Program to conduct regional evacuation studies across the state.

In support of these efforts, the Northeast Florida Regional Council Emergency Preparedness staff has been designated to lead and coordinate the statewide effort to update all Regional Evacuation Plans with the state of Florida. The Statewide Regional Evacuation Study Program (SRESP) is a consistent and integrated mapping and analysis of all-hazards evacuation across Florida. This exhaustive effort is currently underway and will be completed within the next two years. The Updated State Regional Evacuation Studies will make Floridians safer any time evacuation, due to a hurricane or any other emergency, is required.

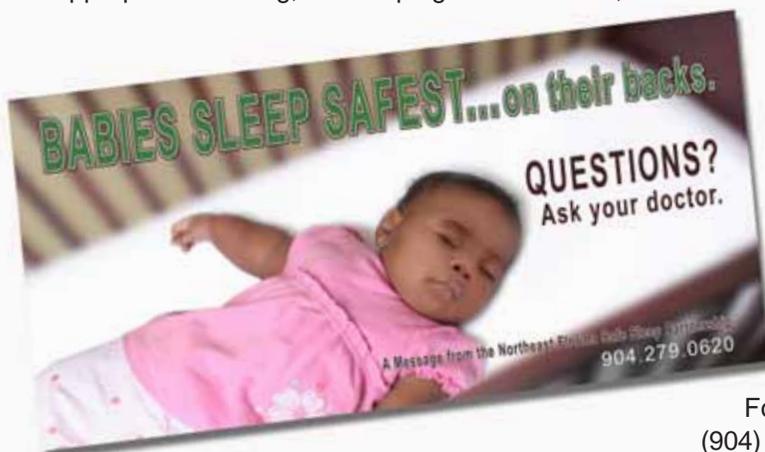
For more information, please contact Jeff Alexander at (904) 279-0885 X 134.



#### Northeast Florida Healthy Start Coalition launches Safe Sleep Awareness Campaign

The Northeast Florida Safe Sleep Partnership, which is staffed by the Northeast Florida Healthy Start Coalition the Human Services Division of the Council, kicks off its regional marketing and advertising campaign in July 2007. Sudden Infant Death Syndrome (SIDS) and other sleep-related deaths are a leading cause of post-neonatal mortality in Duval County and Northeast Florida as a whole.

Inappropriate bedding, not sleeping on their backs, and not being in an infant bed were among the top risk factors associated with these deaths. To educate the public of these preventable deaths, a region-wide comprehensive awareness and informational campaign has been launched.



Marketing materials are being distributed to all child and family serving agencies, as well as retail stores, obstetrician's offices and churches, plus many other locations. Local City buses and newspapers will also be spreading the message throughout the region with the *Babies Sleep Safest on their Backs* message. The beautiful baby featured in the advertisements in the daughter of Council employee, Kimberly Campbell.

For more information, please contact Sarah Holdstein at (904) 279-0885 X 129.

## Challenges and opportunities in Northeast Florida addressed through Green Building Policy Forum

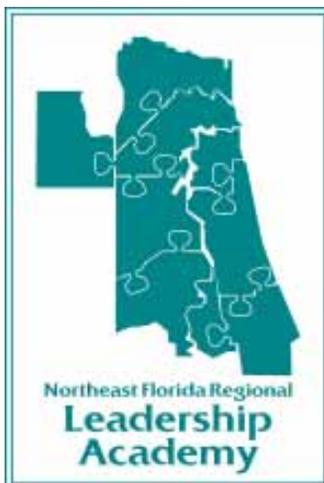
On July 25, the Northeast Florida Regional Council co-sponsored the Green Building Policy Forum, which brought Northeast Florida home builders, remodelers, realtors and developers together with representatives from educational, financial and governmental institutions to discuss the value of green building, the economic benefits and the impact on the quality of life in our community.

The forum addressed an overall view of green and why it's important, various best green standards and practices and the value of each, as well as the challenges and opportunities of going green in Northeast Florida.

Green building is about living smart—saving money on energy and water consumption, living green—using fewer natural resources, and living well—having a healthier home with all the comfort and convenience consumers have come to expect.

Please contact Kathy Dennis at (904) 279-0885 X 105 for more information.

## Northeast Florida Regional Leadership Academy announces the Class of 2008



September 17 - 18, 2007, marks the Opening Retreat of the new year of the Northeast Florida Regional Leadership Academy. The Class of 2008 has been announced and is composed of a mix of representatives from business (large and small), education, nonprofits, agriculture, government, healthcare, elected officials and media, as well as the representation from each county within the region. All participants are established leaders in their communities and bring varied skills and perspectives that are certain to provide a quality experience for all class members.

The Academy, which is the foundation for regional visioning efforts of the Council, has set a goal to build a strong, diverse, regional network of leaders with a shared commitment to collaboration and to connect our communities to make Northeast Florida a better place to live and work.

Program content includes regional history and demographics, growth management, as well as environment and water resources issues. Analysis of additional issues of interest such as transportation, education, diversity, economic development and human services will also contribute to the focus of the organization. Membership increased by 28% from last year's class and the momentum is strong for this outstanding leadership program.

For more information or the list of the class participants, please contact Mike Hadden at (904) 279-0885 X 104.

## SAVE THE DATE: Thursday, October 11, 2007

The 7th Annual

## ELECTED OFFICIALS RECEPTION

## and REGIONAL LEADERSHIP AWARDS CEREMONY

**Time:**  
6:30 p.m.

**Location:**  
The St. Johns County  
Convention Center at  
the World Golf Village

**AWARD NOMINATION  
FORMS AVAILABLE AT:**  
www.nefrc.org or by calling  
(904) 279-0880

*Event Sponsorship Opportunities  
also available.*

## The Northeast Florida Regional Council's Emergency Planning Committee will present class to address hazardous materials control

District IV Local Emergency Planning Committee is sponsoring an upcoming 16-hour hands-on Hazardous Materials Leak and Spill Control class at the First Coast Technical Institute in St. Augustine, Florida on August 2 and 3, 2007. The objective is to enhance the capabilities of hazmat team members who are responsible for or could be called upon to assist with specialized hazmat issues, including weapons of mass destruction chemical releases.

For more information, please contact Heather Golightly at (904) 279-0885 X 113.