

Safe & Healthy Children's Coalition

The Coalition's goal is to build a community where children are healthy and safe

DEAR FRIENDS

What a difference a year makes. The phrase may sound cliché, but it really rings true for the Safe and Healthy Children's Coalition. A year ago we were little more than a name and a logo. Today we have a dedicated Board of Directors representing a broad swath of agencies serving Collier County children. We recently hired a full-time Executive Director. Most importantly, we have set in motion a variety of synergistic programs targeting defined issues adversely impacting Collier youth. Descriptions of these programs are detailed in this report.

I emphasize the word defined, because our Coalition is a data driven organization. The Coalition has developed partnerships with agencies currently responsible for the mortality and morbidity data collection such as emergency rooms (NCH Healthcare System and Physicians Regional Healthcare System), District Twenty Medical Examiner Collier County, Florida Department of Children and Families and the Bureau of Vital Statistics Florida Department of Health to prioritize injury and health related areas to be addressed.

In 2012, the Coalition will continue to dedicate its resources and develop programs which focus on:

- Drowning Prevention/Water Safety
- SIDS/Other Sleep-Related Infant Deaths
- Childhood Obesity

According to the Florida Department of Health, Bureau of Vital Statistics, drowning is the leading cause of death of children ages one to four and suffocation (sleep related death) is the leading cause of death for children less than 1 year of age in Collier County.

Also according to Florida Department of Children and Families (DCF) Circuit 20 - Child Deaths 1997-2009, drowning

and unsafe sleeping practices accounted for 77 deaths, or 38% of the total deaths investigated by DCF in the 13 year period studied.

Every year the Collier County Health Department and Collier County Public Schools screen childhood BMI in select elementary and middle school grades. Of the 10922 children screened in 2010-2011, 2506 or 23% had a BMI > 95% (obese range), 1997 students of 18% of those screened had a BMI between 85-95% (at risk for overweight range). In 15 public elementary schools, more than 25% of the children screened were in the obese range.

With the unyielding commitment of our Board of Directors and Coalition partners, the Safe and Healthy Children's Coalition of Collier County can begin to really dream large and imagine a county with no deaths from Drowning or SIDS/Other Sleep-Related Infant Deaths and the reduction of Childhood Obesity.

We look forward to working with all our member agencies, gracious donors and committed volunteers in 2012. Collier County is fortunate to have a Coalition focused on keeping Collier County children safe and healthy.

Again, thank you for your support to our Coalition and have a wonderful Safe & Healthy New Year!



Dr. Todd Vedder
Chair

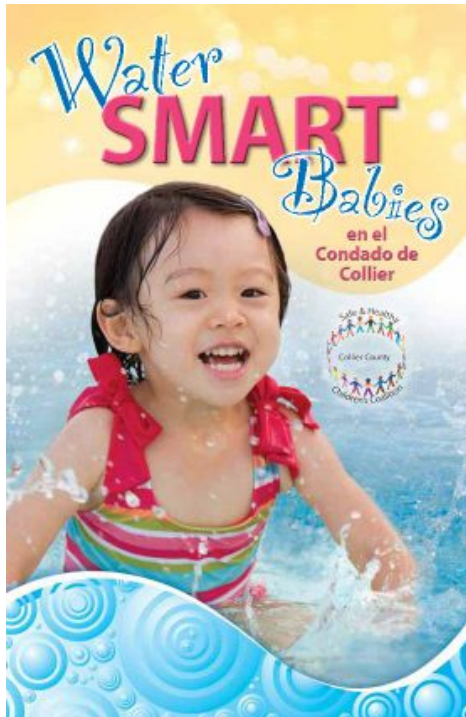




Drowning is Preventable

Layers of Protection Around the Water to Prevent Child Drowning

Water Safety Prescription Campaign



On April 5th, 2011 the “Water Safety Prescription Campaign” was launched, Collier County pediatricians are distributing the Water Safety Prescription brochures containing valuable water safety information at the well visits for children 9 months to 4 years old.

- 10,000 English were paid by Joe DiMaggio Children’ Hospital
- 10,000 Spanish were paid by Physicians Regional Healthcare System
- 5,000 English booklets have been distributed since the launch on April 5
- 30 pediatricians are utilizing the booklets

April Pool’s Day @ Golden Gate Aquatic Facility



On April 27th, 2011 a total of 140 children had fun and learned skills that can actually save their life during a water emergency. April Pools Day activities included 9 water safety stations on different topics such as: home safety tips, personal floatation devices, swim basics, and what to do if someone needs help in a drowning situation.



National Pool & Spa Safety Technician Pilot Program



During the summer SHCCCC participated in the National Pool & Spa Safety Technician Pilot Program. Only three counties in the nation were invited to participate (Orange County, California & Phoenix County, Arizona). Twenty Coalition members from 7 organizations participated in a 2 ½ day training to become certified as Pool & Spa Safety Technicians. As part of this program, 109 Initial Pool & Spa Safety checks were conducted, and 83 Follow up checks were completed.



North Naples Fire District, Immokalee Fire District, Marco Island Fire District, Isles of Capri Fire Rescue, Collier County Sheriff's Office, Collier County Park and Recreation, Greater Marco Family YMCA, Collier County Red Cross & Collier County Health Department.



Program developed by the NDPA and supported by the Pool Safety Campaign of the US Consumer Product Safety Commission



Active adult supervision whenever children are in, on, or around water!

SPLASH Initiative

EMS Matching Grant awarded the SHCCCC \$2,250 to purchase alarms.
265 GE Personal Door/Window Alarms (2-pack)

SPLASH initiative targets families considered "at risk" in Collier County due to an open DCF or child protection investigation case. The program works this way, a child protection investigator completes a water safety survey with every family that has children under the age of nine. If a family signs the survey form, Fire Rescue or other agency will come into their home and provide an in home safety evaluation and plan. Part of the safety plan is to install door alarms leading to a water hazard.



Six Simple Steps to Save Lives



Collier County SWIM Central

Sponsored by  21st Century Oncology
www.21stCenturyOncology.com
& EMS - Florida Department of Health



Enough funds have been secured, between 21st Century Oncology's contributions and a grant awarded from EMS Matching Grant, to provide in the spring of 2012 water safety lessons (through SWIM Central program*) to a 1,000 four and five year olds enrolled in School Readiness Childcare facilities in Collier County.

It is a curriculum-based program of Water Safety Education for children. Ten - 30 minute classes over a two week period.

Safe & Healthy Children's Coalition of Collier County Board of Directors

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Collier County Sheriff's Office

Non Voting Member
Paula DiGrigoli
Executive Director

First Collier County Drowning Prevention Plan

In August representative from over 13 agencies created the first Drowning Prevention Plan for Collier County.

MISSION GOAL: To Achieve and Sustain Zero Drowning Rate for Children Under 5 Years Old in Collier County.

Goal 1: Increase the awareness among the target audience that swimming pools are a serious threat to children under age five and that the most effective way of keeping children for water related injury in pools or other bodies of water f is by using “layers of protection.” Promote a layers of protection message to families with children under the age of 5 county wide.

Goal 2: Create and implement hands-on programs, events and initiatives for the target age-group and in target communities

Goal 3: Conduct localized analyses of drowning data using multiple data sources to gain a better understanding of the epidemiology of drowning in Collier County.

Goal 4: Policy: Educate government officials about drowning prevention efforts and the importance of layers of protection ordinances.



Special thanks to Costco Wholesale – Naples for lunch!

Agencies Represented: Collier County Health Department, NCH Healthcare System, Collier County Parks and Recreation, Collier County EMS, Collier County Sheriff’s Office, City of Naples – River Park Aquatic Center, YMCA of the Palms, Greater Marco Family YMCA, City of Marco Island – Councilman, Children’s Hospital of SWFL, Lee Memorial Hospital, American Red Cross-Florida West Coast Territory, Council of Hispanic Business Professional and Florida Department of Children’s & Families

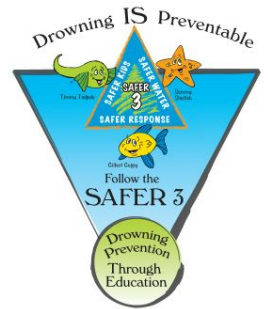
Hands on learning Water Safety Station at the Snow Fest

The following educational messages were delivered by the wonderful group of volunteers:

- Reach or Throw - Don’t Go
- Don’t Just Pack it, Wear your Jacket
- Never Swim Alone



Many Thanks to Northside Naples Kiwanis Club & Physicians Regional Healthcare System for the “Never Swim Alone” orange t-shirts!





Wellness & Nutrition Efforts

In September Dr. Vedder, Coalition's Chair, was awarded to attend "Be Our Voice Childhood Obesity Prevention Advocacy Training" in Boston. After this training Dr. Vedder hosted couple Wellness & Nutrition meetings with selected individual in the community based on their involvement or interest in improving fitness and nutrition programs for Collier County youth. Some of the issues the Wellness & Nutrition Committee is discussing are:

- Uniform counter-message across agencies using the 9-5-2-1-0 as a possible model
 - ▶ 9- Get at least nine hours of sleep per day.
 - ▶ 5 - Five servings of fruits and vegetables per day / Half your plate of fruits and vegetables each meal
 - ▶ 2 - Limit screen time to 2 hours or less outside of school
 - ▶ 1- Get at least 1 hour of physical activity per day
 - ▶ 0 - Eliminate sugar-added beverages,
 - ▶ BF - Breastfeeding until at least one year of age and BMI-Screening tool in place).
- Maximize Caloric Energy Expenditure during allotted time in daycare, school and after-school programs.
- Increase opportunities for access to fitness programs and healthy food in our target area (34116 - Golden Gate City) including:
 - ▶ Cyclovia
 - ▶ Summer Run For Fun 2012 Summer
 - ▶ Marathon Kids



Participated in Community Events:



Drowning Prevention Proclamation by the Board of County Commissioners Collier County



"Change the community environment so that the healthy choice becomes the default choice."

- Dr. Charles Homer

Community based programs such as the Safe & Healthy Children's Coalition of Collier County, must rely on community partners to be successful - THANK YOU!



Interviewed Several Times by Spanish and English Media



Special Thanks to Our Community Partners



Special Thanks to Our 2011 Major Business Supporters




1st Annual Golf Scramble

Special Thanks to Pelican Larry's Bar & Grill for sponsoring our first annual golf scramble and for their generous contributions to the SHCCCC. We received many positive comments from participants and look forward to offering a similar event next year.



The Safe & Healthy Children's Coalition of Collier County's mission is to engage local agencies to develop synergistic programs that address defined health and injury prevention issues involving the children currently residing in Collier County.



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