



2012

ANNUAL REPORT



MESSAGE FROM THE CHAIRMAN

As a pediatrician, it is my duty to insure children under my care have the opportunity to achieve their full developmental potential. During the 20 minute office visit I have with a parent and their child, I must strive to instill a few words of parting wisdom that will optimize that child's chances of staying safe and living well. I can only pray that my words will help protect that family until their next visit with me months, or even a year, later. The recent tragedy in Newton made me painfully aware of the limitations of my profession. Every town, city or hamlet has great individuals and great agencies attempting to prevent injury, promote health, and protect the children in their midst. But only thru collaboration can these committed individuals and organizations, effect real and permanent change on the great problems adversely impacting our youth.

The Safe and Healthy Children's Coalition of Collier County is making a concerted effort to accomplish this. The "Coalition" is an amalgam of concerned businesses, tireless citizens, and dedicated agencies who are willing to put resource sharing cooperation ahead of "market share" competition to protect our children against three local leading causes of morbidity and mortality. These include SIDS/ unsafe sleep, drowning and childhood obesity.

In their recently released review on child deaths occurring in Florida during 2011, the Statewide Child Abuse Death Review Committee found that nearly half of the 126 child deaths verified as caused by abuse or

neglect involved drowning or unsafe sleep. These tragedies can be prevented.

During the 2011-2012 school year, 11 Collier County public elementary & middle schools had obesity rates exceeding 30% of the student population screened. In addition, a nonpartisan group of 100 retired generals and admirals recently reported that "Being overweight or obese turns out to be the leading medical reason why applicants fail to qualify for military service." The tide of this weighty epidemic must be turned.

In 2012, the Coalition took action on these pressing issues. I would like to share some of the Coalition's contributions and accomplishments over the past year:

- 21st Century Oncology SWIM Central - 500 children ages 3 to 5 each participated in ten 30 minute water safety lessons. These children came largely from disadvantaged daycares where access to swim lessons is difficult.
- Splash Initiative - Over 250 at-risk families received water safety education and door alarms.
- Water Smart Babies - Over 10,000 English/Spanish/Creole pamphlets have been distributed by area pediatricians since the launch of this program.

Cont.

MESSAGE FROM THE CHAIRMAN

- Make a Splash - Water Safety Events - 400 middle and high school students were given education on water safety and CPR.
- Whole Foods Market Kids on the Go! - 500 elementary school students ran the equivalent of a marathon over a 6-12 week period.
- Golden Gate Kiwanis Summer Run4Fun - 150 families participated in the 8 week summer fitness program.
- For Safest Sleep Put Your Baby Alone On His/Her Back In A Crib! Campaign - All nursery nurses at NCH and Physician's Regional participated in a required SIDS reduction class. 112 pack n plays were purchased for families in need of a safe place for their baby to sleep.

Details about these and other additional programs facilitated by the Safe and Healthy Children's Coalition are contained in the following report. I cannot adequately express my gratitude to each and every Board member, volunteer and business partner who has stepped outside their traditional "sphere of influence" or proverbial "comfort zone" to make these programs possible. Yet, I feel we have only just begun to realize our potential as an organization. With a new year opening its doors, I am excited to see more great people and more great partners from our community appreciating the intrinsic value of the Coalition concept. If we can protect our children

from tragedy and help children make healthier choices, we have done a great deal toward insuring these children will indeed fulfill their developmental potential and become the next generation of great individuals. Thanks for all you do.

Sincerely,



Todd Vedder, MD FAAP
Chair

Safe & Health Children's Coalition



WATER SAFETY

Drowning - Leading cause of death for children 1-4 years in Collier County
 Goal: "To Achieve and Sustain Zero Drowning Rate for Children Under 5 Years Old in Collier County"

The Coalition's comprehensive drowning prevention program is based on research by the National Drowning Prevention Alliance (NDPA). NDPA recognizes multiple layers of protection are necessary to prevent drowning. Barriers – including dedicated adult supervision – form part of the strategy. Alarms to alert adults are also part of the strategy. But most importantly the strategy incorporates swim instruction, proper rescue techniques, and CPR training. .

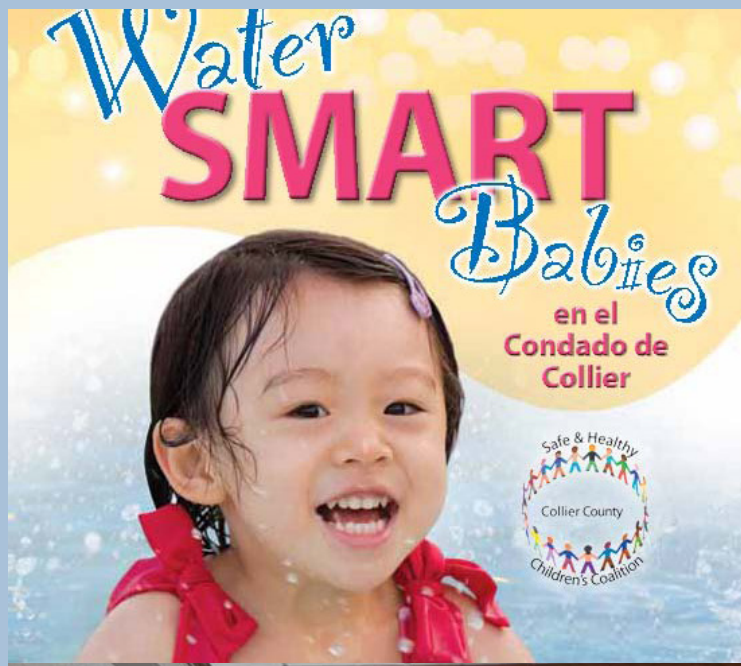
21st Century Oncology SWIM Central: In 2012, 502 underserved pre-school children (3, 4 and 5 year olds) were provided ten 30 minute water safety lessons. Fourteen school readiness pre-schools participated. Four public aquatic facilities participated and signed agreements with the SHCCCC to facilitate the SWIM Central Program. Most of the children had never seen a pool before and according to the Water Safety Instructors (WSI) every child made significant progress and comfortably moved along the continuum of swimming skills. Ninety-three percent of the children met or exceeded the required skills taught under SWIM Central.

The SHCCCC created a **Water Safety Video** with the Collier County Sheriff's Office and 18 other agencies. The theme of the video was recognition that multiple layers of protection are necessary to prevent drowning tragedies. The video was aired on the following channels (Collier County Educational Channel, City of Naples Channel, Collier County Government Channel.)

Water Safety Educational Programs: The SHCCCC received recognition from USA Swimming to host "**Make a Splash**" **Water Safety Days**. These events involved a mock drowning and rescue utilizing local EMS, police and fire personnel, followed by a water safety talk and a CPR demonstration. The Parks and Recreation's Immokalee Sports Complex served as the venue for the initial Make a Splash event where 225 Immokalee freshmen high school students participated. The second program was held at the Boys and Girls Club of Collier County for 150 middle and high school children.

Cont.

never swim alone



never swim alone

WATER SAFETY

Splash Initiative: This program educated over 245 at-risk families on the layers of protection. Part of the program involved providing door alarms which caregivers could install at egress points situated close to potential water hazards.

Water Smart Babies Prescription Booklets: 30 local pediatricians distributed these booklets during well child visits. Over 10,000 English/Spanish/Creole booklets have been distributed since the launch of this program. This groundbreaking campaign is designed to educate parents on the layers of protection; teaching certified water safety to children when developmentally appropriate; and learning proper CPR. The Florida Pediatric Society has endorsed the Water Smart Babies booklets and, on April 5, 2011, Collier County became the second county in the state to launch the program. Many thanks to **T2 Aquatics** for sponsoring our second printing of 10,000 English water safety booklets.

Hosted the first **Water Smart Babies In-Service** in Collier County at the new City of Naples River Park pool involving swim instructors from all the major certified aquatic centers in Collier and South Lee counties. The in-service was led by nationally recognized leaders in water safety. This workshop has paved the way for standardizing the parent's

and child's experience and has helped ensure that water safety is incorporated at all levels of early water instruction at these facilities. Refresher workshops are planned to maintain the integrity of the message.

Received a Water Safety Proclamation from the Board of Collier County Commissioners.

Pilot Swimming Program for Older Children: Fourteen 5th graders attending the summer program at Grace Place for Children and Families received swim lessons for four Thursdays during the summer at the Golden Gate Aquatic Facility. A Red Cross-certified water safety instructor from North Naples Fire Rescue led these lessons. Upon completion of the classes all the students could save themselves and the majority of the students could swim the width of the pool.

The Coalition received wonderful media coverage on many occasions including, but not limited to, the Educational Channel (Naples Alliance for Children and District Digest), Lee Pitts Live Show, D'Latinos TV Show and Telediario.

WELLNESS & NUTRITION

Childhood Obesity: In the 2011-2012 academic year, 11 Collier County public elementary & middle schools had obesity rates exceeding 30% of the student population screened. **Goal:** Create and sustain a community culture of healthier life-styles, which will ultimately lead to a reduction in childhood obesity in Collier County.

The Coalition has embraced 95210 Let's Go as their wellness & nutrition campaign slogan. Families are encouraged to follow the 95210 in an effort to lead a healthier lifestyle and make healthier food choices.

In an effort to combat childhood obesity, the Safe & Healthy Children's Coalition of Collier County has chosen to concentrate all its wellness and nutrition efforts in targeted areas, such as Golden Gate City, where all 3 public elementary schools and the middle school had screening rates for obesity that equaled or exceeded 30%.

The Coalition is addressing the need for increased access to fitness activities and healthy food options in high risk schools by developing programs such as 95210 Kids on the GO! and Summer Run4Fun.

"Kids on the Go" was developed to encourage kids to exercise and to promote

health-conscious deciding making. Participating children in grades 3- 5 run a total of 26.2 miles (a full marathon distance) over a period of six to twelve weeks. Students are motivated to build endurance, increase self-confidence, and learn to reach goals. During the Spring 2012, we had over 200 students from Mike Davis and Golden Gate Elementary Schools complete the inaugural "95210 Kids on the Go." During their training they received a t- shirt. At the same time the children learned about wellness and nutrition which is incorporated in the numbers 95210. On Friday, April 27th ten students from Mike Davis Elementary School participating in "95210 Kids on the Go" were invited to greet the First Lady, Michelle Obama, at the Naples airport. On May 31st the students ran their last mile and received a medal. **Sheriff Rambosk, Superintendent Dr. Patton, School Board Chair Roy Terry and School Board Member Julie Sprague** were among several of the community leaders present.



95210 Let's Go!

WELLNESS & NUTRITION

We expanded Kids on the Go for the 2012-2013 academic year to include Golden Terrace Elementary School. This expansion was made possible through a generous donation by **Whole Foods Market**. Because of their beneficence, the program was appropriately renamed the “Whole Foods – 95210 Kids on the Go Program.” Nearly 300 children ran in the Fall Final Celebratory Mile Run on December 5 at the Golden Gate High School Track. Plans are underway for another 300 elementary students to participate in the spring semester. In addition to receiving t-shirts and medals, each student had an opportunity to earn brag tags during the course of their marathon training. Each brag tag has a cartoon capturing the message behind one of the numbers from the 95210 campaign. Students earn a brag tag after reaching various mileage milestones.

1st Annual Golden Gate Kiwanis Summer Run4Fun : for over 30 years the Kiwanis Club has hosted summer run 4 fun track meets at either Naples High or Barron Collier. Realizing that high school tracks go largely unused during the summer months, and every public school in the county has track facilities, we decided to expand the Run 4 Fun concept to Golden Gate High School under the direction of the Golden Gate Kiwanis Club. There were 6 meets during the course of the summer break (2 meets were cancelled due to inclement weather). Over 120 children attended enough meets to earn themselves a t-shirt and a trophy. In addition to track and field events, other area agencies facilitated other fitness and wellness activities including a climbing wall and zumba. Many thanks to **Physicians Regional Healthcare System** and **Adams-O'Reilly McDonalds** for sponsoring the Golden Gate Run4Fun initiative. The Coalition hopes to expand the program

next summer to Gulf Coast High School so that there will be three Run4Funs available in our area (Naples, Golden Gate, Gulf Coast).

The 95210 Lets Go campaign also recognizes the importance exclusive breastfeeding has on reducing obesity rates by including an additional education component labeled BFF – BreastFeeding during the First year. The SHCCCC developed a council to discuss the State of Breastfeeding in Collier County involving obstetricians, pediatricians, neonatologists, nurses, lactation consultants and administrators from the major healthcare systems as well as representatives from the Health Department, WIC and Healthy Start. The council has:

- Developed a Collier County Breastfeeding Resources Rack Card.
- Helped to implement an overhauled breastfeeding policy at the NCH Birthplace, which will require ongoing nursing education on the benefits of breastfeeding and how to troubleshoot with breastfeeding moms.
- Collaborated with obstetricians to decrease formula distribution in the antepartum period and to distribute educational materials for expectant parents on the benefits of breastfeeding which will also include a listing of area breastfeeding resources & classes.
- Worked with human resources at NCH Healthcare system to adapt their employee break policy to permit working moms greater flexibility with pumping while on the job.



95210 Let's Go!

SAFE SLEEP

Sudden Unexpected Infant Death (SUID) is the leading cause of death for children under 1 year of age in Collier County

Goals: Short –Term Goal: Educate the families of Collier County about sleep practices that can decrease the risk of SUID

Long-Term Goal: Decrease the most common cause of preventable infant deaths in children under 1 years of age in Collier County.

The Coalition supports the American Academy of Pediatrics' recommendations that infants should sleep in safe cribs, alone, on their backs, with no loose bedding or soft toys.

Educational Programs and Materials:

Posters will be displayed at the Birth Centers for both major healthcare systems in Collier County (NCH and Physicians Regional). Similar posters are displayed at the 3 regional WIC offices (to emphasize the importance of placing a baby in a "clear crib"). 850 English and 575 Spanish "This Side UP" onesies were purchased by private donation for distribution by WIC, Healthy Start and the healthcare systems.

Educate Professionals: NCH Healthcare System completed a mandatory SIDS Risk Reduction lecture for their nurses. Pre & Post education audits and testing are being conducted.

Parents of children <1 year old will get a SUID (Sudden Unexpected Infant Death) brochure and will be asked to fill out a Safe Sleep survey in all Collier County day cares.

The Archangel Fund for Collier County Charities of Trinity By The Cove Episcopal Church, awarded a \$5,000 grant to the Coalition for the purchase of 112 pak n' plays. A pak n' play set is an economic solution to provide

a safe sleep environment for a new born or an infant. The Coalition is partnering with NCH Healthcare System, Physicians Regional Healthcare System and Healthy Start of Southwest Florida to distribute the Pak n' Play sets to families in need. **Healthy Start**, has an in-home visiting program in which they served over 2,100 pregnant women and babies in Collier County last year. Healthy Start case workers can easily identify needy families because they are in the home to verify those who could benefit.

Debra Shepard, M.D., F.A.A.P., pediatrician with the NCH Healthcare Group and Harry Moreau, M.D., Neonatologist with the Physicians Regional Healthcare System, collaborated to deliver two highly insightful lectures on Sudden Infant Death Syndrome (SIDS) & Unsafe Sleep lectures. The first lecture's audience involved representatives from over 40 community service agencies. Thirty preschool directors from the SW Florida Early Learning Coalition participated in the second lecture.

Working with consignment stores' to embrace a voluntary Safe Sleep policy whereby no bumpers, wedges or positioners are displayed or sold at the store. Recognize stores which comply with this policy as a Safe Sleep Friendly Business.



safe sleep

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Community Pediatrician
NCH Healthcare Group

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TREASURER'S REPORT

The citizens and businesses of Collier County are imbued with an unparalleled spirit of giving. Thru your generous donations the Coalition has begun the process of building programs that fill gaps in the local safety net.

INCOME (figures rounded)

Grants (State and Federal):\$99,580
 National Drowning Prevention Alliance and Pool Safety Campaign (47,500) and the Department of Health's State Emergency Medical Services and (EMS) Matching Grant (\$52,080).

Business and Private Donations:\$50,811
 21st Century Oncology (\$20,000), Trinity by the Cove Episcopal Church (\$5,000), Whole Foods Market (\$6,000), T2 Aquatics (\$3,000), Bravo Cucina Italiana (\$2,300), Kiwanis groups (\$2,500), Physician Regional Healthcare System (\$2,000), Well Vending (\$2,500), Naples Pilot Foundation (\$500), McDonalds (\$600) and others (\$6,811).

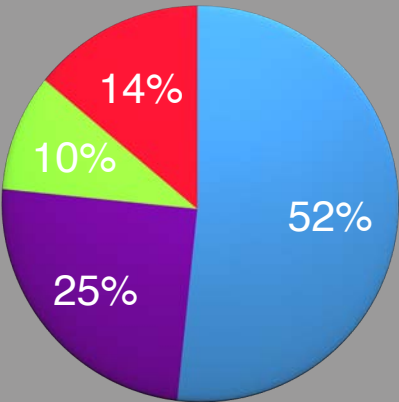
Fundraisers:\$27,500
 Second Annual "Save a Life" Breakfast (\$4,500) and 2nd Annual Save a Life Golf Scramble (\$23,000).

TOTAL INCOME:\$177,891

EXPENSES

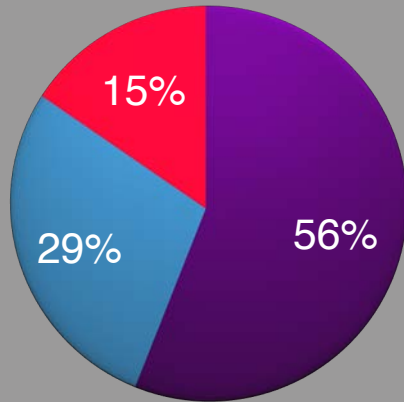
Water Safety: \$73,759
 Childhood Obesity Prevention..... \$35,480
 Safe Sleep.....\$13,661
 Supportive Services.....\$19,821
 Trainings.....\$663
 Marketing and Website..... \$747
 General Administrative..... \$18,411

TOTAL EXPENSES..... \$142,720



Expenses

- Water Safety
- Childhood Obesity
- Safe Sleep
- Supportive Services



Income

- Grants
- Donations
- Fundraisers

thank you!

Over 45 government and non-profit agencies have combined efforts for one common goal: create programs to serve the unmet needs of Collier's youngest residents, with their help and support our Coalition will continue to make a difference in the lives of Collier County children.



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