



2013 Annual Report



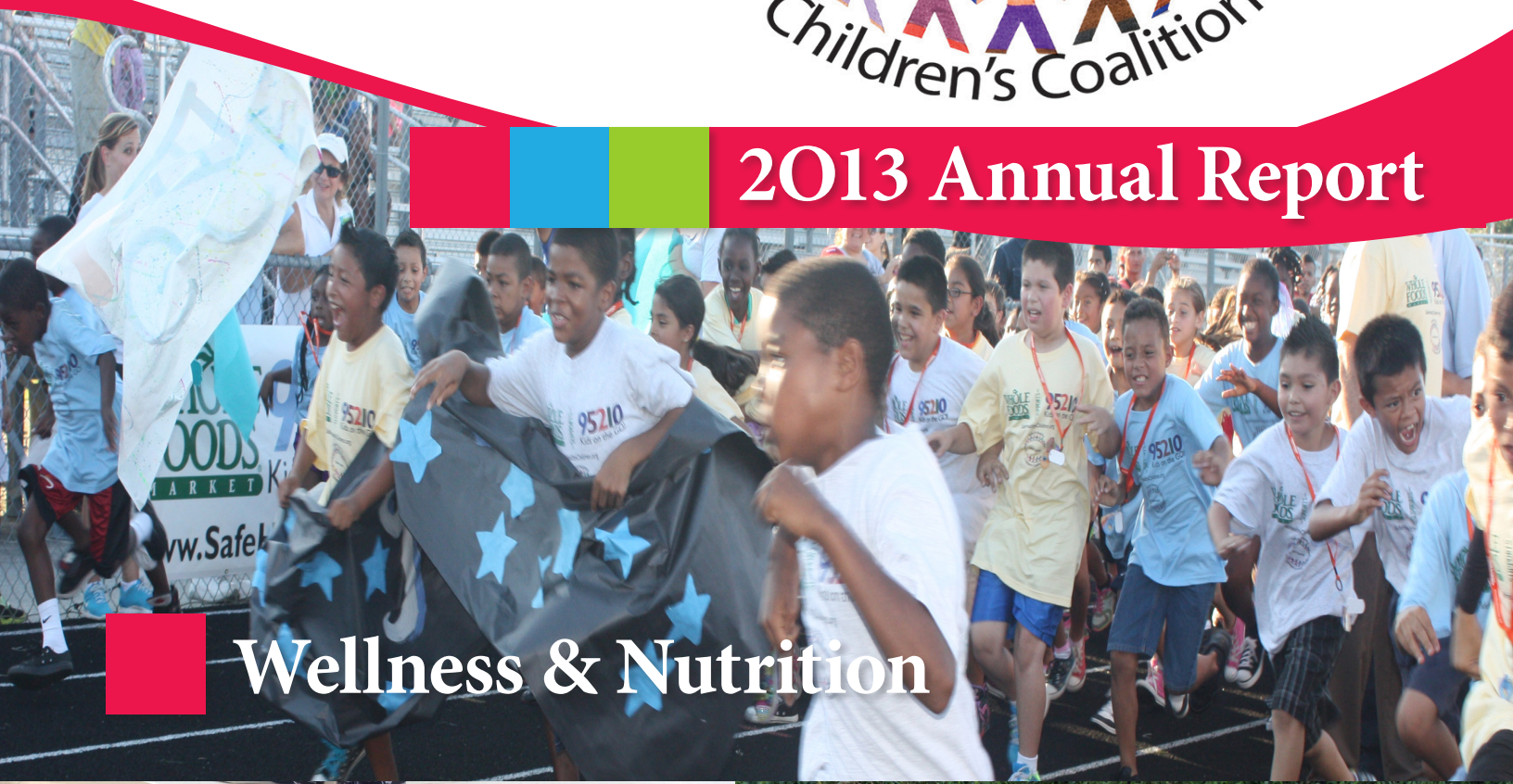
Wellness & Nutrition



Water Safety



Safe Sleep



MESSAGE FROM THE CHAIRMAN!

“
Tear down this wall.” I was only a high school student when then President Ronald Reagan stood in front of the Brandenburg Gate and issued this famous challenge to his counterpart from the Soviet Union. 2014 will mark the 25th anniversary of the Berlin Wall’s demolition. Few can now refute that a united Germany wields significant influence over European affairs.

Tearing down walls is synonymous with Coalition building. If we only live and work within our traditional “walls,” we preclude the ability to realize our true potential as a society. The NCH Safe and Healthy Children’s Coalition is committed to recognizing obstacles adversely impacting Collier County youth and working with community partners to overcome these obstacles. Over the past 3 years, the Coalition has tackled the leading causes of morbidity and mortality among Collier County children - drowning, unsafe sleep and obesity.

Unfortunately 2013 brought with it several local childhood tragedies which poignantly revealed new barriers to our ability to cast a strong safety and wellness net. The Coalition immediately reacted to these tragedies, some of which are delineated in the “Why we will never forget” vignettes outlined in the following annual report. These innocent lives lost remain the motivating force behind the Coalition’s indefatigable resolve to make this area a safer and healthier place for the nearly 80,000 children who call Collier County home and for the countless more who visit our perennially accommodating climes. These vignettes also unveil the value of the Coalition building concept - when a formidable wall declares itself, the NCH Safe and Healthy Children’s Coalition mobilizes new partnerships that can successfully analyze and surmount that obstacle.

It is my hope that in 2014 our Coalition partnerships will continue to grow particularly in the arenas of unsafe sleep and childhood obesity. This past year at least four newborns perished in Collier County from SIDs/ unsafe sleep related causes. The Coalition’s outstanding Safe Sleep Committee has worked tirelessly to educate caregivers of newborns that the safest place to put a newborn is alone, on their backs, in a barren crib. However, expectant mothers and sleep deprived fathers need to hear the safe-sleep message REPEATEDLY.

We hope media outlets, local retailers who sell baby products, and leaders from the areas faith based community join the Coalition's effort in spreading this safe sleep message. Regardless of your religious persuasion, one has to admit that the nativity scene remains one the most well-known examples of safe sleep.

During the 2012-13 academic year, no public elementary or middle school in Collier County had an obesity rate exceeding 35% of the children screened. In 2011-12 there were 3 schools within this category. Despite these successes, there were still 7 schools with obesity rates exceeding 30% in the 2012-2013 academic year and NO public elementary or middle school has touted an obesity rate less than 10% of those screened for several years. The children who are slowly maimed by the ill-effects of obesity fail to capture the media's attention as those who might perish suddenly from drowning or SIDS. The initial teasing and loss of self esteem suffered by these children in the early school years often gives way to joint problems, type 2 diabetes, fatty liver disease and hypertension in adolescence, finally yielding to major end organ damage (i.e. heart and kidney disease) in adulthood. Coalition building remains the ONLY way to successfully reverse this disturbing epidemic. The movers and shakers within this community must be willing to bring down barriers and invest in synergistic cost saving and life saving initiatives. Paraphrasing the points outlined by the State surgeon general's Healthiest Weight initiative, our Coalition must elevate exclusive breastfeeding rates, motivate parents with corporate wellness/ insurance incentives, create access to affordable quality produce, and expand culturally sensitive fitness/ nutrition programs.

It will be impossible to individually thank all the great volunteers, agencies, councils, businesses and healthcare providers who have poured their faith, fellowship and fortitude to assist the Coalition in its ongoing effort to tear down these walls. Please know that your investment in this mission is appreciated beyond any printed word (or social media outlet) can capture. Thanks for believing in the value of this journey and in understanding the importance that only by working together can we overcome the great problems which threaten our area's most precious commodity - our children.

Thanks for all you do.

*C. Todd Vedder, MD, FAAP
Chair, NCH Safe & Healthy Children's Coalition*

4 ADVISORY BOARD

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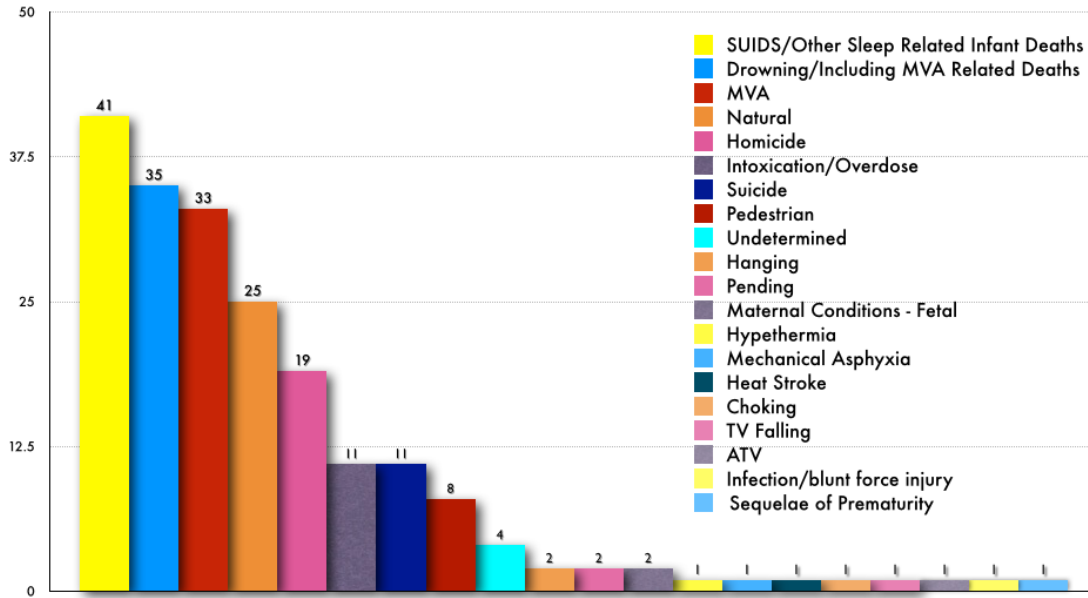


2013 NCEF EVENT
ADVISORY BOARD

2013 was certainly not the most uplifting year when it comes to drowning and sleep related infant deaths in Collier County. These tragedies remind us of the extreme importance of the Coalition's work and there is still much to do to fight the three local leading causes of morbidity and mortality: SIDS/unsafe sleep, drowning and childhood obesity.

2000 -2013 Ages 0-18 Child Fatalities (203 deaths)

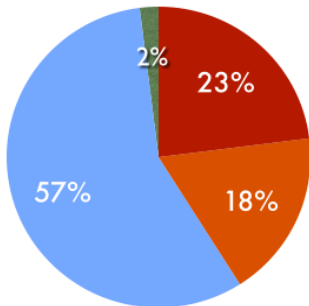
Provisional Data from District Twenty Medical Examiner Collier County



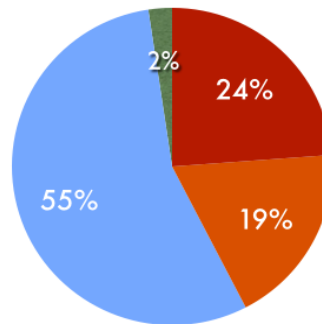
Childhood Obesity - Collier County

Every year the Collier County Health Department and Collier County Public Schools screen childhood BMI in select elementary and middle school grades.

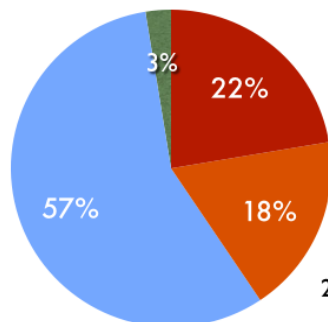
2010-2011



2011-2012



2012-2013



6 WHY WE WILL NEVER FORGET

Why we will never forget – Madison and Rylee

On Monday, January 21st, 2013 - An Immokalee mother, Cecelia, and her two children, four-year-old Madison and three-year-old Rylee, died after their car crashed into a canal on Alligator Alley. Cecelia hit the truck in front of her. According to a report, the truck driver was going well below the speed limit - 50 miles an hour in a 70 mile an hour zone. Troopers said the weather could be the reason why. There was fog and smog over the interstate that morning, making it difficult to see the road ahead. They say it's likely that Cecelia didn't have enough time to react. Her car swerved off the road, crashed into a pole, went through a fence and landed upside down in a canal. Rescue crews said that after impact, Cecelia unbuckled her girls from their car seats in an attempt to save their lives. Unfortunately, both girls and their mother drowned.

Since 2000, nearly 29% of childhood drowning deaths in Collier have involved submersed vehicles. The Coalition reacted to Madison and Rylee's deaths by organizing a Submerged Vehicle Workshop held on March 15th, 2013. Ninety first responders from Lee, Broward, Miami and Collier Counties participated. The workshop was featured on ABC World News with Diane Sawyer. Submerged Vehicle Workshop - March 15th, 2013

Multiple scenarios were presented in which a vehicle was submersed in the canal with members of the Collier County Sheriff Office dive team inside. During each scenario, workshop leader and international submersed vehicle expert, Dr. Gordon Giesbrecht gave a minute-by-minute account of what happens to the body and strategies for survival.

The Coalition has provided presentations to all Collier County Driver Education teachers and sold over 400 ResQme tools to families and teenage drivers. Scan this QR code to view a short video clip on how to escape a submersed vehicle and how to use a ResQme tool.



Why we will never forget - Nevaeh

On Tuesday, June 18, 2013, Nevaeh, a five-year-old girl diagnosed with autism almost drowned. Nevaeh managed to get out of the house, walked down the family's driveway, crossed the street and fell into a retention pond alongside Airport Pulling Road. A nearby pool man heard a noise in the water, noticed the girl and pulled her out. She was transported by EMS to NCH's pediatric inpatient unit where she made a complete recovery.

Drowning is the number one cause of death in children with autism. According to the Interactive Autism Network, roughly half of children with ASD between the ages of 4 and 10 attempt to run away or elope. This rate is nearly four times higher than for the children's unaffected siblings. Unfortunately, too many of these elopements end in drowning tragedies since children with autism are instinctively drawn toward water.

The City of Naples River Park Aquatic Facility has adapted the Coalition's SWIM Central Program to start targeting children with autism and other disabilities including blindness. SWIM Central teaches life saving water safety skills in ten 30 minute sessions over a 2 week period. In Swim Central children learn (disability or not) by repetition. This repetition builds muscle and mental memory. While these special children learn water survival techniques, the aquatic activity opens opportunities for an enjoyable, therapeutic outlet.



Why we will never forget – Daniella

On Friday, June 28, 2013, 2 year old Daniella was enjoying a picnic with her family at Sugden park in east Naples. Toward the end of the picnic, the older children went swimming in the lake while Daniella and another sibling were playing at the water's edge. While the grown ups cleaned up the picnic area, one of the older children spotted Daniella floating face down in the water. The Sheriff's Office reported that only 5 minutes had lapsed without adult supervision. Daniella was later pronounced dead at downtown NCH.

The Coalition reacted to Daniella's death by organizing a life jacket loaner program entitled "**Kids Don't Float — Give Them Something That Does.**" The goal of the program is to make donated life jackets available at popular Parks & Recreation sites for children and adults to borrow and return. Sugden Park is at the top of this list. In the true spirit of Coalition building, the life jacket loaner program has brought together numerous individuals, organizations and businesses including County Commissioner Donna Fiala, the Collier County Parks & Recreation Department, City of Naples, Marine Industry Board, West Marine, U.S. Coast Guard Auxiliary and 21st Century Oncology. The local U.S. Coast Guard Auxiliaries - Flotillas 93, 95 and 96 - have offered to inspect the integrity of the life jackets displayed in their respective jurisdictions.

The life jacket loaner stations will initially be placed at 5 lake/beach locations: Sugden Park, Clam Pass, Vanderbilt Beach, South Marco Island and Tigertail Beaches. There will be 20 life jackets per station with four adult sizes, four (10-18 years), five (5-10 years), and seven for children 5 and under. The Coalition eventually hopes to expand the availability of the loaner life jacket program throughout Collier County and the City of Naples.



Kids Don't Float!

Give Them Something That Does!

"LIFE JACKETS ARE NOT BABY-SITTERS, THE BEST METHOD TO PREVENT DROWNING IS SUPERVISION."





Sponsored by NCH Staff & Health Children's Coalition, Collier County Parks & Recreation, Flotillas 93, 95 & 96 of the U.S. Coast Guard Auxiliary, West Marine, Galati Yacht Sales.

Life Jacket Loaner Station

PLEASE RETURN THE LIFE JACKETS!

For more information: 239.552.7788 | info@safelyhealthychildren.org | SafeHealthyChildren.org



Check label for correct use and size.



Fasten all straps and zippers.



Lift at shoulders to test fit.

To learn how to fit life jackets properly, please scan the QR Code for more info.



Why we will never forget - Emma

Only days away from reaching 2 months of age, baby Emma had embarked on a new round of “firsts” – smiles and coos - as a reward to her parents for all their hard work with countless diaper changes and weary nights. But Emma’s firsts unfortunately also became her lasts as she perished quietly in the middle of a March night while co-sleeping between her parents.

Because of preventable tragedies like Emma’s, the Coalition’s Safe Sleep Committee held a Safe Sleep Conference on December 18th, 2013. Once again, solidarity was on display. Representatives from the NCH Healthcare System, Collier County Sheriff’s Office, Healthy Start, Department of Health in Collier County, Early Learning Coalition of SW Florida, Collier County Sheriff’s Office, SIDS Institute and the Department of Children and Families were on hand to increase awareness on the importance of putting babies to sleep ALONE, on their BACKS and in a CRIB. The conference also tapped into



the tremendous generosity of Collier County citizens by encouraging them to donate new pack n plays for families who truly cannot afford a safe sleep environment for their newborn. Scan the following QR code to find out ways you can contribute to this effort. SCAN.

Please put me
on my **BACK**
to sleep ...



... ALONE, in a CRIB, **WITHOUT:**

Blankets
Pillows
Bumper pads
Stuffed animals
Sleep positioners
Toys

MyFLFamilies.com/SafeSleep



ACCOMPLISHMENTS

WATER SAFETY



SWIM Central

SWIM Central program is made possible by generous donations from Naples Children & Education Foundation - Founders of the Naples Winter Wine Festival and 21st Century Oncology.

Since SWIM Central started in March 2012, 1,111 children have participated, 9,869 water safety lessons have been taught. 22 of these children had varying disabilities (including autism, ADHD, cerebral palsy, and visual impairments).



Hot Summer Nights Making a Splash - May 3rd, 2013

Over 650 middle school and high school students participated in this event, activities included a mock drowning and rescue, CPR training and competitive swimming demonstration.



waterproofFL
POOL SAFETY IS EVERYONE'S RESPONSIBILITY.

Alarm and Water ProofFL Initiatives

Materials from the Florida Department of Health

Over 250 at-risk families received water safety education and door alarms.

Over 400 water watchers tags, 1,200 English and 1,200 Spanish water safety brochures and posters have been distributed



1st Annual Hot Summer
Nights Making a Splash
May 3rd, 2013



2013 Snow Fest
Water Safety Station
Reach or Throw
Don't Go!

Water Smart Babies Booklets and Other Initiatives

- Collier County pediatricians continued to distribute water safety brochures containing valuable water safety information at well visits for children 9 months -4 years old. The brochures encourage parents/grandparents to take action against potential water hazards by installing barriers, encouraging dedicated adult supervision and CPR training and enrolling children in certified water safety lessons.

Over 20,000 English; 10,000 Spanish and 3,000 Creole brochures have been distributed since the program was launched in the spring 2010.

- Developed a partnership with grief counseling groups (Hospice, Compassionate Friends, Project Help) so we can refer family and others deal with the tragedy of drowning or SIDS/SUIDS.
- Provided presentations to different community groups and agencies (Head Start, PE and health teachers, parents at Grace Place, Teen as Parents Program, Immokalee Interagency, Collier County Public School Adult Education).

ACCOMPLISHMENTS WELLNESS & NUTRITION



Whole Foods Market Kids on the Go!

“Kids on the Go” was developed to encourage children to exercise and to adhere to a healthier lifestyle. Participating children in grades 3- 5 run a total of 26.2 miles (a full marathon distance) over a period of ten to twelve weeks. Since the program’s inception in 2012, over 1,200 students from grades 3-5 from Golden Gate, Golden Terrace, Mike Davis, Highlands, Shadowlawn Elementary School have participated.

Color Collier Healthy Run -

In May 2013, over 700 people participated in the inaugural 2 mile run/walk non competitive family friendly event to promote healthier lifestyle choices. Runners and walkers were splattered with powdered paint at several stations along the course. Special thanks to Gulf Coast Runners for helping us to make this event possible.

National Nutrition Month - March 2013

County wide campaign - 95210 posters, window clings, and fliers were displayed in the waiting/patient rooms, parks, schools and churches. Everyone in these organization were encouraged to use the 95210 message as a way to guide discussion on wellness and nutrition in the office/business. Also families were encouraged to track their 95210 Let’s Go efforts through www.95210.org. Special thanks to the Florida Department of Health in Collier County for taking the lead in this campaign.

95210 Let’s Go! Song

The Coalition worked with Craig Greusel, music teacher from Lely Elementary School, to compose and record a 95210 Let’s Go! song. The Song debuted during the Red Walk at Lely Elementary School. Scan the following QR code to see the students of Lely elementary perform the 95210 Lets Go song. It is truly motivating and contagious!



Breastfeeding

The Wellness and Nutrition Committee for the NCH Safe and Healthy Children's Coalition has included "Breastfeeding For the First year - BFF" as part of its overarching strategy to reverse the obesity trends in Collier County

- The Committee created a educational card in English, Spanish and Haitian Creole that is distributed by Ob/Gyns to all pregnant mothers at the 24 week antepartum visit
- Asked Ob/Gyn offices to voluntarily stop dispensing free samples of formula to their expectant mothers
- NCH developed a comprehensive

breastfeeding policy for the nursing staff. The policy attempts to optimize breastfeeding support for those mother's wishing to do so, by increasing rooming in time and discouraging pacifiers formula use.

- Mom's who choose to breastfeed while at NCH will not receive promotional materials and samples from formula companies. Instead the hospital rewards these moms with a hand bag, cooler, breastfeeding privacy blanket.
- Efforts are underway to obtain a Baby Friendly designation at NCH
- NCH participated in the Big Latch On for the first time to celebrate World Breastfeeding Week on August 3, 2013.
- Improved policy for breastfeeding hospital employees who return to work and need time/ private area to pump



9 "Hours of sleep each day" 
5 "Servings of fruits and veggies daily" 
2 "Hours or less of screen time" 
1 "Hour of physical activity each day" 
0 "Zero sugary beverages & tobacco" 
BFF "Breastfeeding for the first year of life" 

Let's Go!

ACCOMPLISHMENTS SAFE SLEEP



Unsafe sleep practices continue to claim the lives of infants in our community.

According to the Florida Abuse Hotline, there were 5 alleged reports of Collier County babies who die due to unsafe sleep in 2013. Since 2000, sleep related death ranks as the leading cause of mortality for children under 1 year of age in Collier County. Statistics for the state of Florida show that two-thirds of injury related death, for children less than 1 year of age, are due to suffocation, co-sleeping or unsafe bedding.

SIDS reduction educational materials and posters have been given to the Birth Centers at both major hospitals, the 3 Collier County WIC offices, nearly all of Collier's certified daycare facilities and Healthy Start offices.

NCH completed a mandatory SIDS Risk Reduction lecture for their nurses.

Over 110 pak n' plays have been given to families who could not afford a safe sleep environment for their baby.

There have been over 12 Safe Sleep in services

for child care centers.

There are over 7 centers considered Safe Sleep centers in Collier and Lee Counties. Over 200 child care workers have been trained on safe sleep.

The Coalition has established a strong network with bereavement agencies such as Compassionate Friends to help grieving parents cope with their irrevocable loss.

The Coalition is encouraging the public to donate new Pack 'n Plays (portable cribs) through the following ways:

- By donating through our Coalition website (SafeHealthyChildren.org)
- The store manager at the Walmart Supercenter located at 11225 Tamiami Trail N, Naples, FL has agreed to match the online price of \$49,88 at his store.
- The Florida Department of Health in Collier County (3339 Tamiami Trail East, Building H, Naples, FL 34112) and North Naples Fire Control & Rescue District -Station 45 (1885 Veterans Park Drive, Naples, FL 34109) have volunteered to serve as drop-off locations for new pack n play (portable cribs) donations.

The cribs will be distributed by Healthy Start to families and organizations in need.

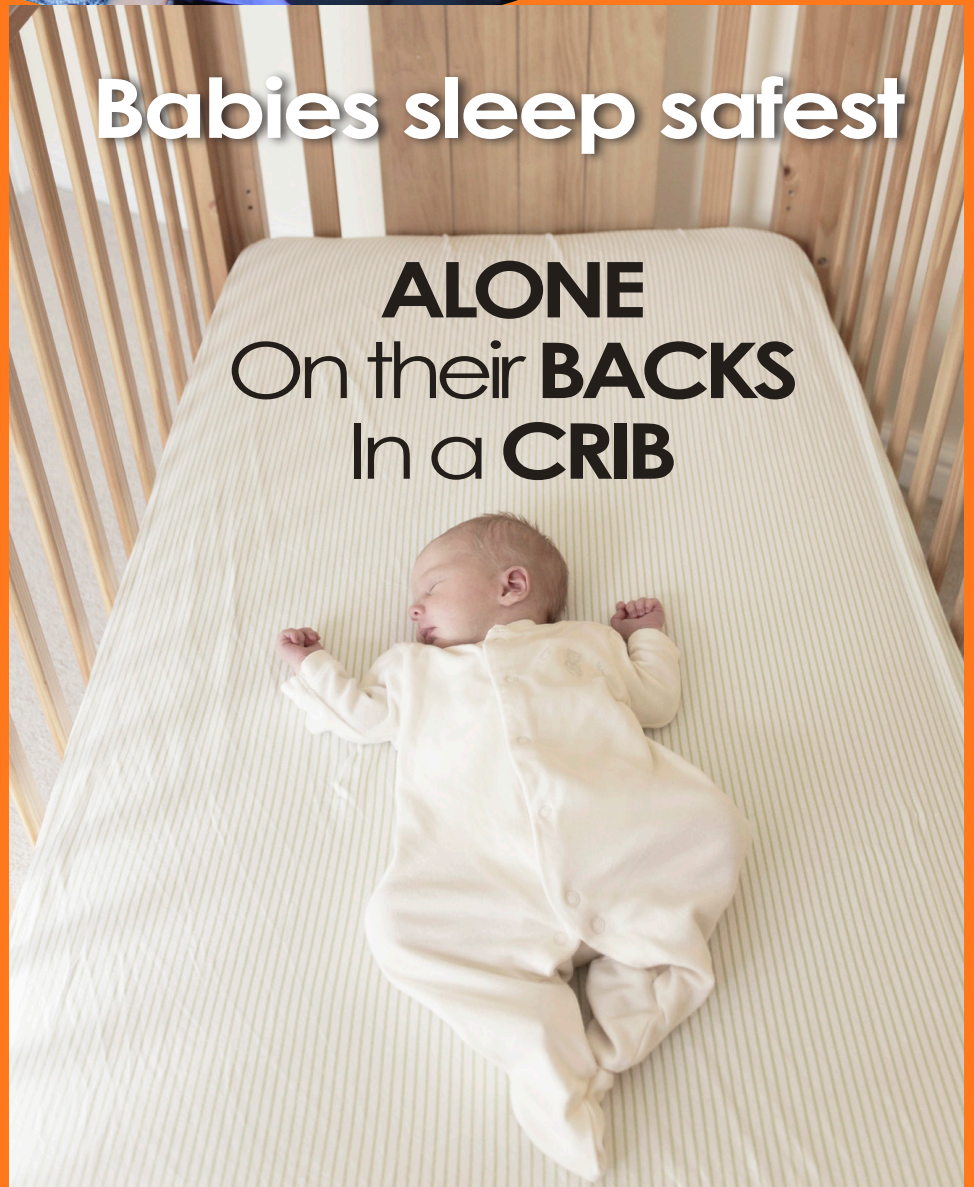


Impact of Unsafe Sleep Practices:

- According to Centers for Disease Control and Prevention in 2010, 2,063 deaths were reported as SIDS, 918 as cause unknown, and 629 as accidental suffocation and strangulation in bed.
- Since January 2013, 143 alleged reports of babies dying due to unsafe sleep have been called in to the Florida Abuse Hotline. For children less than 1 year of age, two-thirds of injury deaths were due to suffocation.
- According to the District Twenty Medical Examiner Collier County has had 4 sleep related infant deaths this year. SUID (Sudden Unexpected Infant Death) is the leading cause of death of children ages 0-18 in Collier County.

Babies sleep safest

ALONE On their **BACKS** In a **CRIB**



MyFLFamilies.com/SafeSleep

AWARDS & RECOGNITIONS RECEIVED

2013-2014 Naples Children & Education Foundation
- Founders of The Naples Winter Wine Festival.

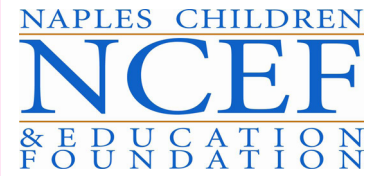
2013 Naples Daily News - Heroes in
Healthcare - Community Outreach Award

2013 Allegra FootPRINT Fund Award

2013 Diamond Volunteer Award

2013 Florida Department of Health Injury
Prevention Division Mini Grant Award

2013 Kiwanis Club of East Naples Grant Award



2013 Naples Daily News
Heroes in Healthcare
Community Outreach
Award



2013 Diamond
Volunteer Award



2013 Kiwanis Club of East
Naples Grant Award



May 2013
Whole Foods Market
Kids on the Go!

Our Coalition could not succeed in our mission without the support of our partners. They provide financial support, advice, expertise, education, materials, equipment and much more.

With their continued support, we will make Collier County a safer community where children can lead longer and healthier lives.



18 THANK YOU!



3rd Annual Save a Life Germain BMW of Naples Golf Scramble
Friday, October 25th, 2013
Golf Club of the Everglades



Special thanks to 21st Century Oncology
for their continued support
to our Coalition and water
safety Initiatives



Council of Hispanic Business
Professional
5th Annual Gala



Association of Florida
Healthcare Auxiliaries/
Volunteers



Gobble Gobble
4Mile Run



Well Vending



Bravo! Cucina Italiana



Whole Foods Market
Kids on the Go!



Color Collier Healthy Run
Gulf Coast Runners



2nd Annual Park to Pier
T2 Aquatics

TREASURER'S REPORT

NCH Safe & Healthy Children's Coalition could not succeed in our mission without the support of our partners. They provide financial support, advice, expertise, education, materials, equipment and much more.

INCOME (figures rounded)

Grants (State and Federal):\$33,000
 Florida Department of Health - Injury Prevention Division (\$5,000)
 Naples Children & Education Foundation - Founders of The Naples Winter Wine Festival (\$25,000)
 Walmart (\$3,000)

Business and Private Donations:\$72,812
 Anonymous (\$16,666.66), Council of Hispanic Business Professional - 5th Annual Gala (\$15,835), Whole Foods Market - Naples (\$8,950), East Naples Kiwanis (\$7,500), Association of Florida Healthcare Auxiliaries/Volunteers (\$5,611.25), WellVending (\$5,889), Gobble Gobble 4Mile Run (\$4,760), T2 Aquatics - Park to Pier (\$1,750), Kiwanis Club of Marco Island (\$1,000), SIDS Institute (\$1,000), Sabadell Bank & Trust (\$500), Private (\$3,350)

Fundraisers:\$64,090
 "Save a Life" Cocktail Party (\$4,850), 1st Annual Color Collier Healthy Run (\$8,845.51), 3rd Annual Germain BMW of Naples Save a Life Golf Scramble (\$48,755.53), other fundraisers (\$1,638.62)

TOTAL INCOME:\$169,902 902

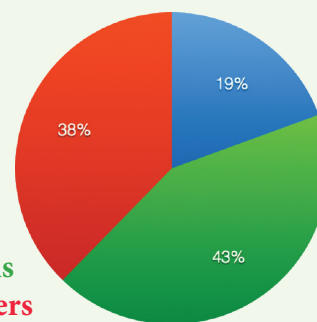
EXPENSES

Water Safety: \$77,130
 Childhood Obesity Prevention..... \$34,685
 Safe Sleep.....\$8,661
 Supportive Services.....\$19,821
 Trainings.....\$1,969
 Marketing and Website..... \$2,476
 General Administrative..... \$17,322

TOTAL EXPENSES..... \$142,244

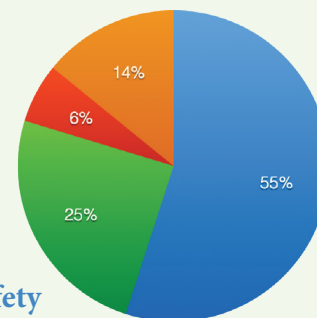
Income

- Grants
- Donations
- Fundraisers



Expenses

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



“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.”

C. Todd Vedder, MD, FAAP
2010 - 2013 Chair
NCH Safe & Healthy Children's Coalition