

Lee County Injury Prevention Coalition

October 15, 2008—10 a.m. to 12 p.m.
J.P. D'Alessandro Building (Room 165 D)

ATTENDANCE: Lee County Sheriffs Office: Stan Nelson; Stay Alive Just Drive: Jay Anderson; Lee Memorial Health System: Brad Pollins; SWFL Safety Council: Linda Dundee; Lee County Health Dept.: Steve Fettner and Sarah Baker; Private Citizens: Lowell Gerson; Shell Point: Mark Tesoro; Lee County Div. of Public Safety: Dave Kainrad, Diane Holm; Lee County Dept. of Transportation: Stephen Jansen; The News-Press: Dayna Harpster and David Plazas
Board Member's- Stan Nelson, Syndi Bultman, Lowell Gerson, Jay Anderson, Diane Holm, Dave Kainrad

Topic:	Discussion:	Follow Up:
Welcome	Meeting began with welcome at 10:05 a.m.	lgerson@neoucom.edu
Minutes	September minutes approved following motion by Mary Havener and second by David Kainrad.	
Safe Kids Report	None.	
Media Involvement	<p>Lowell attended a Non-Profit Organizations meeting hosted by the News-Press. He added IPC to their Smart Solutions program online. David Plazas, Community Conversations Editor, spoke to the group at today's meeting and demonstrated how the website works. The general non-profit site is www.news-press.com/nonprofit and allows agencies to be featured each week. It also allows organizations to create their own site for conversation or blogging and Lowell created one for IPC with David's assistance at the meeting. It is set up so all comments must be checked by Lowell before being displayed on the site. It also contains a link to the existing IPC website at www.leecountyinjuryprevention.org. David said hits to the general site and the individual sites are recorded. Currently they total about 450,000 per week. There is no cost have a site, but advertising is sold and encouraged. They are working on a new directory to make it easier for users to find specific non-profit sites.</p> <p>Dayna Harpster, Lifestyles Editor, spoke about her role in helping non-profits by deriving news feature stories from the web site. The goal of her section of the paper is to improve the quality of life of her readers. She plans to run a feature story on the Fall Summit, although she may use a different name because the name Fall Summit implies the season autumn. She can capitalize on making Lee County a Fall Free community with ongoing education. She can create a box in the Lifestyles section with injury prevention tips pertinent to the season, current news incidents, or annual awareness campaigns. She will not plan it to be weekly so it doesn't become tedious for the writers or the readers. Information must be received by the Thursday before the Tuesday edition. The talk was planned to illustrate how the News-Press can help promote events and programs. Brad Pollins recited injury methodology of Larry Wilson, who said injuries occur when Rushing, Frustrated, Fatigued, or Complacent. He also mentioned the STAR principle to apply for six seconds to prevent injuries: Stop, Think, Act, and Review. Dayna offered to circulate the IPC speakers and subject</p>	<p>lgerson@neoucom.edu</p> <p>dplazas@news-press.com</p> <p>dharpster@news-press.com</p> <p>Brad.pollins@leememorial.org</p>

	<p>matter expert list throughout the News-Press news room. Discussion ensued about the best contact information to give for each SME and it was decided to follow Jay's lead since he was aware of a way to use email addresses and still be protected from spam.</p>	
Falls Prevention Summit	<p>A summit is scheduled from 9 a.m. to 1 p.m. November 14, 2008 at Shell Point's Grand Cypress Room. A survey was sent out and will be used to refine the event agenda. The summit attendees will break into four groups, each with a committee member facilitator, to create a strategic funding strategy and develop the program. Color Coded name tags will be used to insure all committees have equal representation from members of varied backgrounds. Registration has already reached 40. Sixty people are anticipated.</p> <p>November's meeting will include the results of the Summit and the new strategic plan instead of a speaker.</p> <p>Mark Tesoro indicated his managers at Shell Point expressed interest in hosting quarterly meetings, such as the Fall Summit, and calling it Best Practices meetings. They are supporting the upcoming meeting with event signage, goody bags for attendees, and staff hosts.</p>	<p>lgerson@neoucom.edu</p> <p>marktesoro@shellpoint.org</p>
Website	<p>Diane Holm reported that Paul Filla is actively working on the IPC website and needs board members biographies, if none currently exist, or updates if they do. He's created the calendar and is working on completing it. All information to be placed on the website needs to be sent to Diane to forward to Paul as soon as possible. A large project may prevent Paul from dedicating a lot of time to the website by the end of the month.</p>	<p>dholm@leegov.com</p>
Accomplishments and Information Exchange	<p>The Cape Coral Yacht Club has been confirmed for the Holiday Pot Luck Luncheon Joint Meeting of the Injury Prevention Coalition and Community Traffic Safety Team.</p>	<p>marktesoro@shellpoint.org</p>
Upcoming Events	<p>Two events were added to the calendar</p>	<p>www.leecountyinjuryprevention.com</p>
Adjourn:	<p>Meeting Adjourned at 12:00</p>	
Next Meeting:	<p>November 19, 2008</p>	

Minutes by: Diane Holm