

Lee County Injury Prevention Coalition

January 21, 2009—10 a.m. to 12 p.m.
 JP D'Allesandro Regional Service Center
 2295 Victoria Avenue, Fort Myers 33901
 Room 165 D

ATTENDANCE: **Stay Alive Just Drive:** Jay Anderson; **Lee Memorial Health System:** Syndi Bultman; **Lee County Health Dept.:** Olivia Munoz; **Private Citizens:** Lowell Gerson; **Lee County Div. of Public Safety:** Dave Kainrad, Diane Holm; **Bike/Ped. Consultant:** Dan Moser; **The Children's Hospital of SWFL;** Liz Moreno; **CMS-BSCIP:** Susan Lawrence; **SWF Safety Council:** Linda Dundee.
Board Member's- *Syndi Bultman, Lowell Gerson, Jay Anderson, Diane Holm, Dave Kainrad, Dan Moser*

Topic:	Discussion:	Follow Up:
Welcome	Meeting began with welcome at 10:10 a.m.	lgerson@neoucom.edu
Minutes	November minutes were approved following a motion by David Kainrad and a second by Jay Anderson.	
Safe Kids Report	<p>Liz Moreno, Safe Kids Coordinator, Kids report with a brief overview of the first joint Lee-Collier Coalition meeting held at the Bonita Springs Fire Department January 14, 2009. Liz reported 26 people from Lee and Collier attended the meeting. Discussions centered on drowning prevention activities and child passenger safety. Parent & Child Magazine monthly articles were assigned as follows: Diane Holm, drowning prevention, due Feb. 10 for April Kim Herrmann, buckle up, due Mar. 10 for May Karen Prohenza, hurricane safety, due Apr. 7 for June Amy, Alexis, Susan (FDPIOs), fireworks safety, due May 12 for July Dan Moser, back to school bike safety, due Jun. 9 for August Liz Moreno, CPS, due Jul. 9 for September Tina Streeter, home safety.</p> <p>Liz passed around injury data for the state and Lee County, but was unable to scan and send electronically for inclusion in the minutes.</p> <p>Safe Kids Week is April 26 through May 3, 2009. Committees were set up to organize simultaneous events in the two counties on May 2, 2009 from 10 a.m. to 2 p.m. tentatively at Rutenberg Park in Lee County and the Naples YMCA in Collier County.</p>	Elizabeth.moreno@leememorial.org
Review and Next Steps for Falls Prevention	<p>Lowell mentioned a second article was published by the News-Press on falls, possibly as a result of the news release Diane sent out after the last meeting. Quoted were Drs. John Kagan and Larry Hobbs. He'd like to see the momentum maintained by inviting the two physicians to the committee meeting on Feb. 5. He believes the awareness campaign should be IPC's highest priority.</p> <p>Lowell believes there are advantages to working with FGCU to obtain student and faculty input. He will contact Dr. Hartner, Dir of LCHD, to see if he can get students to start a project.</p> <p>David Kainrad reported a \$15,000 grant was received for the Falls Prevention Program. It was suggested a project be carved from the strategic plan to effectively use the grant. Lowell commented the</p>	lgerson@neoucom.edu

	<p>number one priority ought to be publicity, because the public doesn't seem to understand the danger of falling and the ease of prevention. Walgreens and other large drug stores were suggested as possible partners at events.</p> <p>Lowell agreed to get with Linda regarding posting an article about falls on the Southwest Florida Safety Council website via a link to the IPC website. It was agreed to create a logo and map a strategic plan at the next steering committee meeting.</p>	
Strategic Plan Update	<p>Strategic Plan should include continued emphasis to the media to change their terminology from accident to crash when referring to a motor vehicle crash. It should also include a note that new cars with automatic lights do not automatically turn on in rain and fog. The lights must be manually turned on and off.</p> <p>IPC and Falls Steering Committee should contact Senior Living and Mature Lifestyles magazines through Seabreeze Communications for greater targeted publicity. Liz to send Safe Kids commitment letter to Lowell. Home Safety Council can help distribute falls prevention information through Lowes, Walmart, BJ's and other retailers.</p>	lgerson@neoucom.edu
Officer Elections	<p>Slate accepted unanimously, second term for all.</p> <p>Chairman—Lowell Gerson Vice Chair—Syndi Bultman Secretary—Diane Holm Treasurer—Stan Nelson</p>	lgerson@neoucom.edu
Meeting Schedule	<p>All 2009 meetings will be held on the third Wednesday of the month at the JP D'Allesandro Building, room 165D, EXCEPT March and December. The March 18 meeting is cancelled. The December 16 meeting is planned for the Cape Coral Yacht Club. The next Board of Director's meeting is planned for March 5, 10-12, at the Public Safety Conference Room, 14752 Six Mile Cypress Pkwy. 33912.</p>	moserdeleon@juno.com
Upcoming Events	<p>The calendar is working so everyone should enter their own events in the future.</p>	www.leecountyinjuryprevention.com
Adjourn:	12:00	
Next Meeting:	April 15, 2009	

Minutes by: Diane Holm