



FPHA NEWS



FPHA NEWS JULY 2011

FROM THE PRESIDENT'S DESK....



Greetings!

In this economic environment the business model of Public Health must change and public health leaders must accept prioritization and elimination as the financial reality.

The changes this year for the Department of Health (DOH), AHEC, our university programs and other community partners, seem to be overwhelming and have taken a significant amount of time and energy to decipher. Budget cuts, 3 % state employee retirement contribution, pending Medicaid Reform and travel restrictions that affects our members ability to attend trainings and meetings... we are being challenged.

One of the major issues at the top of the list for all of us in Public Health is the budget reductions and how to apply those reductions in a strategic manor. The threat to public health over the past several years has been across the board cuts that weakens the infrastructure. To prevent catastrophic break downs, targeted program elimination is going to be required at the state and local level. It is a sign of the economic times we live in, however, a challenge we must embrace.

As a member of FPFA one of the biggest benefits to being a member has been the educational conferences and trainings that we have offered. The new state employee travel restrictions that were imposed by the Governor and DOH leaders have the potential to weaken our ability to network and learn best practices from each other. The saving in travel expense is small when evaluated against what can be learned, implemented and gained by a single training or conference that you attend. FPFA will continue to work with local health departments to organize and support regional training for staff to attend.

There seems to be a silver lining for DOH and specifically the health departments with the selection of the new State Surgeon General, Dr. Farmer. His interest in taking up the Review and Justification 5311 report and moving forward with the recommendations is promising. Prioritization of public health programs and aligning resources and efficiencies to a state community health improvement plan is what is needed to protect the people of Florida and to protect us all from the economic disaster all around us.

As I come to the close of my year as President, I appreciate all of the work of the FPFA Board members and the support of you — our members. I hope to see many of you from the central Florida area at the upcoming Regional Meeting, for a great program. To all FPFA members, I encourage you to get involved in FPFA and continue your support. It is the one organization that speaks out for you at every opportunity.

Wishing You Good Health!

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Work Begins Early for 2011

Christopher L. Nuland, Esq.
Legislative Liaison

The dust has barely settled from the 2010 Session, and work is already beginning on the 2011 Legislative Session.

Because redistricting will require the Legislature to begin its formal Session in January (as opposed to the usual March start), bills are already being filed, and the first Committee hearings are being scheduled for the week of September 19. Having already endured a series of cuts in 2010, the Department of Health is likely to face renewed pressure to streamline both its mission and operations, and a potential merger with AHCA is again likely to be on the table.

On a more positive note, some of FPHA's initiatives from 2010 likely will re-emerge. For instance, Representative Renuart is likely to refile his High School Concussion bill, which requires high school athletes who have suffered concussions to receive medical clearance before returning to competition. FPHA will also renew its efforts to rein in "distracted driving," mandate updated car schools for children, and block efforts to weaken vaccination requirements for Florida children. Most importantly, however, FPHA will continue to be the primary voice advocating for the maintenance of a public health infrastructure strong enough to withstand the inevitable challenges that Florida will face.

Thanks to everybody who continues to be engaged in the process. 2010 certainly was a tough year, but 2011 will bring both challenges and opportunities that we must be willing face.

FPHA Soon to be on Facebook



FPHA's new Social Media Committee has been working the past 4 months on ways to reach out to members and other public health professionals using today's media networks. They are finalizing the guidelines and format for an FPHA Facebook page that should be up and running hopefully by the August 5th Annual Business Meeting. They will need volunteers to help monitor the page and keep new information on it for comments and information. The Committee will also be looking at other opportunities for the Sections and/or the Association to reach out to members – google groups, twitter, etc. If you are interested in helping them, send an email to floridapha@bellsouth.net.

FPHA Central Florida Regional Meeting

**SAVE THE
DATE**

The Florida Public Health Association (FPHA) and the FPHA Foundation invite you to join us for our Central Florida Regional meeting:

How to Run Effective Programs in Economically Challenged Times.

The economy continues to influence both our personal and work lives. It is critical that as we offer public health services and develop new programs, we consider not only the needs of our communities, but how we evaluate to show impact and outcomes.

Join your peers on Thursday, August 4, 2011 at The Florida Hotel in Orlando to learn more about evaluation tools and methods, and hear success stories that illustrate both health improvements and cost savings.

Picking the right activities is essential to helping us save money in our organizations and produce better outcomes. Sandra Ruzycski, Quad R, will provide a hands-on workshop to help you develop program objectives, build a strong evaluation component, and link measurement to activities.

Detailed information will soon be available on the FPHA website at www.fpha.org.

Date: August 4, 2011

Time: 8:45 AM— 4:00 PM

Location: The Florida Hotel, 1500 Sand Lake Road, Orlando

Hotel rooms are available at a rate of \$99 per night through July 27, 2011. (Please reference the **Florida Public Health Association Foundation** when making your reservation.)

Regional Meeting Registration:

- FPHA 2011 Members — no charge
- Non-Members - \$50.00

To pre-register for the meeting, please complete and submit a registration form (soon to be available on the FPHA.org website) by July 29, 2011.

On-site registration will also be available.



FPHA to Launch Membership Drive with Great Prizes



Be on the lookout for information from Marsha Zupan, Membership Director, on our upcoming Membership Drive and membership year changes. Your Board approved changing the membership year to a “rolling” year instead of a calendar year. This means that if you join in January, you will renew in January, if you join in May, you will renew in May and if you join in October, you will renew in October. While it requires additional bookkeeping until we are able to purchase a software system that allows for this, as well as direct on-line membership renewal, Marsha and the Board feel it is more beneficial to members.

Marsha will also be sharing information about the upcoming Membership Campaign where both current and renewing or new members have a chance to win some great prizes. Be on the watch for that email very soon.

Members are the key support for Association expenses – Office expenses, our lobbyist Chris, staff, etc. The Association has a very austere budget and many of your fellow members volunteer for work that we formerly paid to have done, i.e. the website updates, newsletter plus your SHA and APHA reps have personally paid to attend required meetings to represent you. Please get involved in this campaign to get former members to renew and reach out to new members. FPHA was once the 3rd largest State Public Health Association in the nation and now we have seen many other states with smaller numbers of public health professionals pass us in membership (Mississippi, Kentucky, Alabama, along with others.) Let’s take back the lead!

FPHA Foundation, Inc. Added to Florida State Employees Capital Campaign

The FPHA Foundation was approved officially by DOACS as a charitable organization, and after applying to the Florida Department of Management Services, has been approved for addition to the agencies included in the Florida State Employees Capital Campaign (FSECC) this fall. The Foundation serves as your organization for educational programs and opportunities, provides educational scholarships to public health students, solicits grants and works as a grant partner with our public health agencies and organizations. We are pleased to be a part of this state effort that each year provides support to so many deserving organizations. The Foundation hopes to use funds received for increased educational meetings, educational grants and scholarships.

Food Day Celebration (October 24, 2011)

Submitted by Judy Perkin, DrPH, RD, CHES

The Center for Science in the Public Interest (CSPI) along with an advisory committee of lawmakers and experts in nutrition and public health are spearheading the launch of a NEW designated day of activity to focus on food, nutrition and health. Other professional organizations are promoting this effort such as APHA, the American Dietetic Association, and the Florida Dietetic Association. It is a fantastic opportunity for FPHA members to become involved and integrate a celebration of FOOD DAY in our work with local communities. Major focus points identified for the first Food Day revolve around promoting healthy diets to prevent disease, promoting sustainable food supplies that are environmentally friendly, expanding access to healthy food, and advancing strategies to ensure better childhood eating habits. The website for Food Day is www.FoodDay.org. At this website, you will find ideas for activities and many support materials for your Food Day event.

FPHA reminds our members that when calling, writing or emailing lawmakers about a legislative issue, be sure you do it on your own time and from your own equipment.

APHA Midyear Meeting

Chicago, Illinois June 23-25, 2011
Robin Wright, President

APHA had a first of its kind Midyear meeting to discuss implementing health reform from a public health approach. APHA provided travel funding for 90 affiliate members across the states. Mike Napier and I attended on behalf of FPHA and FACHO.

There were about 500 attendees with general sessions and breakout sessions schedule over the 2 and a half days. APHA as an organization is in support of the Affordable Care Act. Here is a summary from their website of the speakers. They spent a lot of time discussing the politics of ensuring the Affordable Care Act stays in place. It was very interesting listening to the red state and blue state public health agendas. In our state there is a move to repeal the law and in other states they are already looking for ways to implement some of the elements. My overall feeling was it was much more focus on politics of policy than I had expected. Here is a summary of the speakers and their discussion. <http://www.apha.org/about/news/pressreleases/2011/midyear+meeting+concludes.htm>

They stopped Mike in the hall and asked him a few question about the meeting for the APHA Blog website. Here is that link of what they reported.

<http://aphaannualmeeting.blogspot.com/2011/06/what-brings-you-to-town.html>

Mike and I also attended, along with our student section chair Brittany Marshall, the affiliate luncheon meeting on the last day (Until 3pm on Saturday!) to discuss ideas for membership. The need us to work closer with APHA members in our own state that are not FPHA members. They will be sending a summary of all of the ideas that were discussed. They are considering having a midyear meeting every year to focus just on health care reform.

Update from the Public Health Nursing Section



Linda LaComb-Williams, R.N.

Greetings from your Nursing Section Chairperson! I have a new e-mail address. lacombowilliams@aol.com as I have retired from DOH. Public health nursing still is ongoing in other areas in our communities as well,, including community faith based nursing, school nursing, universities, home health nursing, outpatient clinics, public health departments, and ambulatory care centers to mention a few.

I have been representing the public health nurses on the QUIN council (Quality and Unity in Nursing) in the state of Florida. . <http://quincouncil.wordpress.com/2010/06/15/hello-world/>

Efforts are beginning in Florida for review and ways to implement the latest IOM's recommendation on Nursing. <http://www.iom.edu/Reports/2010/The-Future-of-Nursing-Leading-Change-Advancing-Health.aspx> FPHA Nursing Section will be involved in some of the planning stages of the process with Blue Cross/Blue Shield of Florida Foundation and the Florida Center for Nursing and the QUIN Council.

A recent survey was sent to all current known members of the Nursing Section discussing dues payment. Pass on to new prospective members some of the goals and objectives of our section are.

The purposes and objectives of the FPHA Nursing Section are:

To support, assist, and promote the purposes and objectives of the FPHA, Inc.

To instill and promote the art and science of maintaining protecting, and improving the health of the people within the State of Florida.

To encourage and provide for the professional and education advancement of individuals working and interested in the field of public health nursing.

To promote the visibility of public health nursing as an important part of personal and public health services.

To ensure that best practices in public health nursing are identified and shared statewide.

Please, contact me with any ideas, suggestions, information that would be beneficial to the nursing section of FPHA. Public Health Nursing is a vital part of each community, helping to assure the health and well-being of the community.

State Labs Celebrate National Medical Laboratory Professionals Week In April

As part of the recognition of our Laboratory Professionals and the hard work they do, some of our state labs held some fun activities for the staff that included skill and competition. Here are a few pictures of one of those skill events – a ping pong ball relay race. The teams had to carry a ping pong ball atop a golf tee and work together to pick up the ball without using their fingers ... only golf tees. Everyone seemed to have a great time.



APHA Annual Meeting



Matthew J. Dillon, FPHA Representative to APHA

Who: American Public Health Association
What: 139th Annual Meeting & Exposition
Where: Washington, DC
When: October 29 – November 2, 2011

**Early Bird Registration closes August 19, 2011*

The APHA Annual Meeting & Exposition will unite the public health community and afford professionals and practitioners the opportunity to enhance their knowledge and exchange information on best practices, latest research and new trends in public health. With more than 1,000 cutting edge scientific sessions focusing on the latest public health challenges, 700 booths of information and state-of-the-art public health products and services, this is a meeting you can't afford to miss!

Keynote speakers, former Senate Majority Leader **Tom Daschle**, National Park Service Director **Jonathan Jarvis** and administrator of the Substance Abuse and Mental Health Services Administration and **Pamela Hyde** will discuss their efforts to create healthy communities in America.

The APHA Annual Meeting & Exposition is the oldest and largest gathering of public health professionals in the world, attracting more than 13,000 national and international physicians, administrators, nurses, educators, researchers, epidemiologists, and related health specialists. APHA's meeting program addresses current and emerging health science, policy, and practice issues in an effort to prevent disease and promote health. APHA has a world of public health in store for you.

Celebrating National Public Health Week, April 4-10, 2011

WHILE MANY ACTIVITIES WERE TAKING PLACE NATIONALLY, THERE WERE ALSO MANY RIGHT HERE IN FLORIDA. HERE IS INFORMATION FROM THE ORANGE CHD'S WEBSITE HIGHLIGHTING THEIR ACTIVITIES FOR THE WEEK AND IT IS JUST ONE OF THE MANY WAYS THEY REACHED OUT TO THEIR COMMUNITY DURING THIS SPECIAL WEEK

CELEBRATING NATIONAL PUBLIC HEALTH WEEK - PROTECTING YOUR HEALTH ... IT'S WHAT WE DO

The Orange County Health Department (OCHD) is celebrating **National Public Health Week (NPHW)**, April 4-10, 2011. In its 16th year, National Public Health Week, sponsored by the American Public Health Association (APHA), seeks to educate the public, policy-makers, and public health professionals about issues important to improving public health and reducing health care costs and time away from work and school. This year's theme is "**Safety is No Accident: Live Injury-Free**". The following video shows exactly why public health is so vital to our lives and our economy.

[What is Public Health? - video](#)

10 Essential Public Health Services

- Monitor health status to identify community health problems.
- Diagnose and investigate health problems and health hazards in the community.
- Inform, educate, and empower people about health issues.
- Mobilize community partnerships to identify and solve health problems.
- Develop policies and plans that support individual and community health efforts.
- Enforce laws and regulations that protect health and ensure safety.
- Link people to needed personal health services and assure the provision of health care when otherwise unavailable.
- Assure a competent public health and personal health care workforce.
- Evaluate effectiveness, accessibility, and quality of personal and population-based health services.
- Research for new insights and innovative solutions to health problems.

Winnable Battles

The Orange County Health Department has joined a CDC initiative called *Winnable Battles* which are public health priorities where CDC and public health can make significant progress in a relatively short timeframe to **protect the public's health and safety, and save money**. To learn more, go to this link www.orchd.com/press/winnablebattles.asp.

Safety Is No Accident

Each year, nearly 150,000 people die from injuries, and almost 30 million people are injured seriously enough to go to the emergency room. Many of these injuries can be prevented by taking simple steps. Based on statistics on floridahealthfinder.gov, just one less emergency visit to an Orange County hospital can save an average of **\$2,720 dollars** according to the Agency for Health Care Administration (AHCA)

Throughout the week, the Orange County Health Department is taking this opportunity to educate the community about the importance of preventing injuries to help keep our communities safe and healthy. The following links provide specific information on drowning prevention, motor vehicle injuries, driving distractions, poison prevention, and bicycle safety.

[-Drowning Prevention](#)

[- Motor Vehicle Injuries](#)

[-BAD - Be Aware of Driving Distractions](#)

[-Dial Smart - Know your non-emergency numbers](#)

Public Health In the News



NBPHE Releases Results of 2011 Certified in Public Health Exam

The National Board of Public Health Examiners (NBPHE) released the results of its fourth annual Certified in Public Health (CPH) exam. The CPH exam was offered from February 4 – 26, 2011. The overall pass rate for the exam was 86%. The more than 350 successful examinees from the 2011 CPH exam will now join more than 1,500 CPH professionals in the United States and abroad.

"This latest success rate illustrates how the certification exam has moved from the pilot to the professional platform as an essential component of the public health education process. By achieving this certification these professionals are to be commended for their accomplishment and leadership in setting such a high standard for the field," said Dr. Terry L. Dwelle, chair of NBPHE and State Health Officer for the North Dakota Department of Public Health. "CPH professionals work for all of us, assuring the communities that they protect of their mastery of the core domains of public health, as well as their ongoing commitment to the best evidencebased interventions."

Examinees were notified last week of their scores via their personal National Board of Public Health Examiners' portal. Earlier this week, the NBPHE sent score data via postal mail to deans and directors with more than ten alumni or any students who completed the 2011 CPH exam. Public health professionals work to improve the conditions and behaviors that affect the health of the nation. They work to reduce the incidence of preventable disease, minimize the consequences of catastrophic events, and provide the basics of sanitation, safe food, and water. CPH professionals are required to complete a re-assessment experience and are required to obtain and document 50 hours of continuing education every two years. Employers hiring Certified in Public Health professionals will be assured that these candidates have a fundamental breadth and depth of core public health knowledge. Candidates interested in learning more about the CPH process can visit the NBPHE website at www.publichealthexam.org

About the National Board of Public Health Examiners (NBPHE)

Incorporated in 2005, the charge to the NBPHE is to develop, prepare, administer, and evaluate a voluntary certification examination for graduates from Council on Education for Public Health (CEPH) -accredited schools and programs of public health. The NBPHE is comprised of distinguished representatives from the Association for Prevention Teaching and Research (APTR), the Association of State and Territorial Health Officials (ASTHO), the National Association of County and City Health Officials (NACCHO), private sector public health, as well as the American Public Health Association (APHA) and the Association of Schools of Public Health (ASPH).

Over 2,500 individuals have registered for the Certified in Public Health exam since its inaugural offering across the world in August 2008. All graduates and some students from CEPH accredited schools and programs are eligible to take the exam. For more information on the exam, please visit the website at www.publichealthexam.org

UF study: College students often miss mark when reporting ‘normal’ hearing

March, 2011

GAINESVILLE, Fla. — Some college students who think they have normal hearing may actually be overestimating their abilities. In a University of Florida study of college students who believed they had normal hearing, one-quarter did not have normal hearing sensitivity.

It was an unexpected discovery made during the early stages of another study. UF researchers at the College of Public Health and Health Professions were recruiting college students with normal hearing for a study on temporary hearing loss and personal music players.

“You would expect normal hearing in that population,” said lead researcher Colleen Le Prell, Ph.D., an associate professor in the department of speech, language and hearing sciences. “The criteria for normal hearing we used for the study were, we thought, extremely liberal criteria.”

The study findings appeared last month in a special supplement of the International Journal of Audiology.

The UF study involved 56 college students with an average age of 21. Prospective participants who reported normal hearing in initial phone interviews were asked to visit the lab for hearing tests to determine their study eligibility. The participants completed a health survey and a questionnaire about their previous exposure to loud noise, such as playing a musical instrument, listening to personal music players, using lawn equipment or attending sporting events or concerts. Participants then received hearing tests in a sound booth at all of the sound frequencies used in a traditional full clinical hearing test.

In 25 percent of the participants, researchers measured 15 decibels or more of hearing loss at one or more test frequencies, an amount that is not severe enough to require a hearing aid, but could disrupt learning, Le Prell said. Of the participants who demonstrated hearing loss, 7 percent had 25 decibels or more of hearing loss, which is clinically diagnosed as mild hearing loss. Hearing loss occurred in both the range of frequencies identified as “speech frequencies” because of their importance for speech discrimination, as well as the higher frequencies of 6 and 8 kilohertz.

“With high frequency hearing loss a person can miss a lot of subtle speech sounds, making it much harder to discriminate different vowels or phonemes,” Le Prell said. “It would also be much harder to hear sounds like bird songs or children’s voices.”

Several experts have speculated that increased rates of hearing loss in young adults may be related to the popularity of personal music players. The UF study did find that the highest levels of high frequency hearing loss were in male students who reported using personal music players. More research is needed with a larger sample size to determine the role of personal music players and gender in noise-induced hearing loss, Le Prell said.

“Dr. Le Prell’s article is extremely interesting and her findings are consistent with what we know of early noise-induced hearing loss: It’s insidious and more prevalent in young men than women,” said Brian J. Fligor, Sc.D., director of diagnostic audiology at Children’s Hospital Boston and an instructor in otology and laryngology at Harvard Medical School, who was not involved in the study. “Their sample size was fairly small, making it hard for the researchers to actually find something, but the fact they did shows the size of the effect is of both scientific and

Continued...

clinical significance. These small but measurable changes in hearing in this young adult population suggest that they will have communicatively important hearing deficits earlier, perhaps decades earlier, than they should, due to the premature wear and tear on their hearing system.”

The UF study and other related studies on hearing loss in young adults point to the need for more thorough hearing tests in school children and better hearing health education for children and adolescents, Le Prell said.

“When you look carefully at hearing loss at specific frequencies or higher frequencies than you would in a traditional school-based hearing test, you find a much, much higher rate of hearing screening failures,” Le Prell said. “The implication is that the current screening protocols are potentially missing a lot of hearing loss, based on the kinds of failure rates that we’ve detected when you broaden the criteria.”

More sophisticated hearing screenings of school children, like those used in clinical tests, may help educators and parents intervene to improve a student’s listening ability. The changes could involve enhancing classroom acoustics or be as simple as moving the student closer to the front of the class, Le Prell said.

“A number of studies have shown that even a mild hearing loss that isn’t treated clinically is associated with behavioral issues in school, like poor performance on tests and lower evaluations by teachers,” she said.

The study’s other authors include James Hall III, Ph.D., a professor in the UF department of speech, language and hearing sciences, Brittany Hensley, a UF doctoral student in audiology, Kathleen Campbell, Ph.D., of Southern Illinois University and Kenneth Guire of the University of Michigan.



Southern Health Association to Meet with North Carolina Public Health Association

Warren McDougle, SHA Representative

Mark your calendars for September 21—23, 2011. Those are the dates of the joint SHA/NCPHA being held in Charlotte, North Carolina, at the Charlotte Hilton University Place. You can find program details at www.southernhealth.net. In addition to an excellent program, meeting with your peers from the eight SHA affiliate states is a great opportunity to network. SHA state members share many of the same public health problems and concerns. At this meeting you get to hear program ideas and can learn what other states are doing for the same problems. It is also a wonderful opportunity to make new friends for further contact. And if you are an ACC or SEC football fan, there are a lot of evening “active” sport discussions. With SHA just a few states north of us, join me in Charlotte. You will not regret it.