



# FPHA NEWS



FPHA NEWS MARCH, 2011

## 2011 Legislative Session

Christopher L. Nuland, Esq.

The week of February 11 was dominated by the release of Governor Scott's proposed budget, in which the new "state CEO" fulfilled his campaign pledge to downsize state government, calling for cuts throughout state government, but especially in education and health care.

One of the targets of proposed cuts is the Department of Health, which Governor Scott proposes merging with the Agency for Health Care Administration. Even without a merger, the Governor's budget shows significant cuts in both funding and personnel, although legislators continue to express admiration for the job being performed by county health departments. Privately, Scott insiders have mentioned cuts of at least ten percent at DOH, to be centered in Tallahassee. Meanwhile, cuts of five percent are being proposed for all Medicaid providers, with the exception of physicians (who have not had a Medicaid pay raise in 26 years).

Responding to the gubernatorial and legislative pressure to streamline the Department, DOH itself this past week unveiled a proposal for a drastically smaller Department that would, inter alia, eliminate the Department's involvement in primary care and cut approximately 1,800 jobs. It remains unclear at this time whether the DOH proposal will be the basis of a legislative reorganization or is just one of a myriad of reorganization plans that have surfaced in recent weeks.

While the budget and merger issues dominated, we did have success this past week on a couple of safety issues, as the Senate Transportation Committee passed bills to require booster seats for older children and to ban texting while driving. The DOH reorganization bills have yet to be heard in any of their referenced committees.

Other bills that we are currently tracking include:

SB 394:

Regulation of food service in child care facilities.

HB 989/HB4169/SB1186/SB1306/SB 1320: All of these bills address the issue of physical education in Florida schools.

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This certainly will be FPHA's most challenging year ever in Tallahassee, and the FPHA will need the concerted effort of each and every member if we are going to succeed in our mission to maintain a public health infrastructure capable of meeting the public health needs of Florida's citizens.

## **How does FPHA decide the Legislative Agenda?**

The FPHA Legislative Committee begins working before any of the House or Senate Legislative Committees begin to meet. Chris Nuland, FPHA Legislative Lobbyist, starts gathering information on all bills being filed that might be of interest to FPHA. Those are presented to the committee for review. Additionally, committee members, section chairs and other board members send information to the FPHA Legislative committee about their bills of interest and the committee reaches out to our community partners to see what they are watching. After this effort, the FPHA Legislative Committee meets to try and prioritize all of the bills based on a couple of things – urgency and impact on public health programs (positive or negative) or the public health workforce, priorities identified at the FPHA Annual Business Meeting, significant support or opposition to the bill by legislators & where we stand, do we have partners working on the bill, do we anticipate the bill to move through the process or get stalled and go nowhere, etc. Once we have a priority list, then usually the top three or four topics/bills become the ones we will focus on throughout the Session. However, we will also continue to follow all bills on our list. Because we have a limited budget for Chris's time, we must have him work on the top priority legislation and the rest of us try to work on the rest of the bills on the list. It does not mean each one is not important, but instead we must focus our limited resources on the greatest need. Just because a bill or issue does not make the top list, does not mean we just drop it. At any time during the Session, priorities can change for many reasons.

Another service we have offered members in the past is our subscription to Voter Voice, a grassroots advocacy system that allows FPHA to reach all members immediately with regular communications and also to implement a campaign by the membership if needed. This is where you must participate and also where a significant membership size becomes important. Unfortunately FPHA may be dropping this service due to membership income and we will be communicating to you from the FPHA office via emails. We will try and provide the contact info to make it easier.

In the recent membership survey, members expressed an interest in being more involved in legislative advocacy and identifying bills of importance to them. If you have a bill that you think the FPHA Legislative committee needs to add to our list for monitoring or action, please send an email to Sandy at [floridapha@bellsouth.net](mailto:floridapha@bellsouth.net). Next year we will reach out earlier in this process.

## **FPHA News**

Your FPHA Board and committees have been busy this year. The Regional Meeting Committee is already working on a Regional Meeting to be held in NE Florida. FPHA was able to secure some funding that must be spent by April 30, so be alert for information to come out very soon.

FPHA has been soliciting volunteers for a variety of jobs. One is to help set up and manage an FPHA Facebook page. The Board wants to publish a monthly newsletter and want to give our members the opportunity to publish information about their projects, upcoming meetings or other news that might interest FPHA members. Volunteers are still needed for the Membership Committee, Legislative Committee, working with their Section, and fundraising for scholarships.

The Website Editor and Executive Director are in contact with the website host to implement on the website a "member's only" section. Once that site is up and running, you will be able to renew your dues on-line, review all FPHA business documents, section news and other items of benefit to members.

FPHA just completed a 2010 Member Satisfaction survey and the Board and staff are reviewing the results and have already begun working on some of the suggestions.

And finally, FPHA has already been active in this current Legislative Session, addressing bills related to public health in multiple areas. You are receiving updates via FPHA's grassroots advocacy program (Voter Voice) and they will continue throughout the Session. Additionally, FPHA is following national legislation and budget proposals and responding to many of these proposals.

## **2011 Membership – WE NEED YOU NOW!!!**

We all know that this is a very serious time in our state and nation economically. Higher costs for the day to day needs of our families, rising gas prices, cuts in state programs (both in the public and private sector), concerns about employment, etc. continues to dominate our thoughts and pocketbooks. For many of our 2010 members who were lucky enough to have their agency pay their due, that has also changed and most must pay their own dues now. Given these problems, it is even more important to support your professional organization.

FPHA is the only statewide professional organization that is working every day to fight for public health programs and public health professionals. If you want us to continue that effort, as well as work to bring educational programs out to you and provide scholarships for our future public health workforce, we need your support. The Board does not take lightly the finances of the organization and the sacrifice you make in paying dues. The budget has been cut, both your SHA and APHA representatives have paid out of their personal pocket for their travel to meetings to represent you, office expenses have been cut, and we are watching how your dues are spent. HELP us by renewing your membership for 2011. HELP us by getting new members. HELP us speak out for public health in Florida when we call on you. Join us as we promote the great work being done in our state by the best in our state.

## **FPHA Student Section Update: Exciting New Opportunities On The Horizon**

By Jason Butler, President-Elect

The Florida Public Health Association Student Section has been working tirelessly this quarter to provide new and exciting incentives to student members of FPHA!

Our newest projects include a statewide Mentoring program as well as an online career portal. The idea for a Mentoring Program was first conceived by our current President of the Student Section, Brittany Marshall, and will fall directly under the Professional and Leadership Development Committee, chaired by Nicole Dantes. Currently, with the aid of members on the Student Section Leadership Team, we are in the process of gathering an adequate list of mentors who would be interested in participating in this program. The plan is to have this program up and running during the 2011-2012 school year. We are also in the process of developing an online career portal which will be exclusive to paid members of the Student Section, which will house a plethora of up to date information about the Student Section, as well as a job board which students can use to access current internship, job, and research opportunities posted by individuals and / or employers involved with public health in the state of Florida. Under the direction of our Website Liaison, Halie Malhoney, we also hope to have this program up and running during the 2011-2012 school year.

Most recently, our Communications Committee, chaired by our Section Secretary, Mary Martinsek, released its Winter 2011 Newsletter. Please be sure to take a look at our Section specific publications to stay up to date on the current state of our projects as well as innovative programs students are organizing on their campuses! With the beginning of a new membership year for FPHA, the Student Section has also launched a grassroots membership drive at all campuses around the state. Organizational Liaison Jason Garcia is busy working hard to network on behalf of the Student Section to connect with other student professional groups in the state. We are also distributing a membership survey in order to assess student needs in order to further streamline Section programming. Our Immediate Past President Sheronika Denson will be heading the analysis of our findings and Membership and Recruitment Chair Lissette Perez will utilize the findings in order to keep students connected to FPHA.

During the upcoming quarter, our Fundraising Committee, chaired by Treasurer Tommy Tran, along with Conference Committee Chair, Parker Hinson will be working on grant development in order to raise funds to host a Section meeting to be held prior to the close of the school year. In addition, Student Advocacy and Policy Chair Jonathan Meadows will be working on a position paper in order to raise awareness amongst students regarding the reorganization of the Department of Health and how it could potentially impact our future as emerging professionals. Not to mention, we are also in the process of planning activities for National Public Health Week in April. Needless to say, we sure are busy in the Student Section and none of this would be possible without our fabulous advisor, Dr. Laura Guyer!

We will begin distributing applications for positions for the 2011-2012 year during the month of March. Active participation in Section leadership is a great way to expand your network of professional relationships! As you can see, there is much work to be done! Please spread the word to students about the Leadership Opportunities available in the Student Section and encourage them to contact Brittany or Jason, or anyone on the Board to learn more about our team.

**2010-2011 FPHA Student Section Leadership Team Contact List**

Position	Name	Email Address	University
President	Brittany Marshall	bmarshfpha@gmail.com	USF
President-Elect	Jason Butler	jbutler1224@gmail.com	UF
Immediate Past President	Sheronika Denson (Liz)	Sheronika.denson@gmail.com	FAMU
Secretary	Mary Martinasek	mmartina@health.usf.edu	USF
Treasurer	Tommy Tran	trantt13@gmail.com	UF
Organizational Liaison	Jason Garcia	jg1446@nova.edu	NOVA
Website Liaison	Halie Malhoney	haliemahoney@gmail.com	MSU
Conference	Parker Hinson	pkhinson@phhp.ufl.edu	UF
Membership & Recruitment	Lissette Perez	lissetteperez@yahoo.com	NOVA
Professional & Leadership Development	Nicole Dantes	ndantes2188@gmail.com	UF
Student Advocacy & Policy Advisor	Jonathan Meadows Dr. Laura Guyer	jmeadows@health.usf.edu lguyer@srahec.org	USF

## **Reminder to FPHA members:**

Nominations for awards are now being accepted through May 31, 2011. Visit [FPHA.org](http://FPHA.org) for more information, and nominate today!

**SAVE THE DATE:** FPHA Regional Meeting, April 27, 2011 at the Renaissance Hotel at the World Golf Village

*How Do You Run Effective Programs in Economically Challenged Times?*

## **“Plan. Eat. Enjoy” BREAKFAST at HOME**

Submitted by Heather Huffman, Chair, Wellness & Prevention Section

We've all heard that *“breakfast is the most important meal of the day,”* often from our moms and grandmothers. After years of scientific research, it turns out that they were actually on to something important. For kids, eating in the morning is essential for optimal school performance and overall health. Kids (and adults) who eat breakfast tend to do better at school (and work) - and to have healthier weights and cholesterol levels as well.

### **PLAN**

To refuel and rev-up your family for an energetic day, plan a power breakfast. For most people, time is the biggest obstacle to eating in the morning. Here are three tried-and-true tips for beating the breakfast rush hour:

- Get ready the night before: Set the table with bowls and spoons for cereal. Get out a pan for pancakes or a blender for smoothies. Slice up some fruit and cheese.
- Keep it real simple: Fancy breakfasts are wonderful when you have the time. On busy days, a sandwich, a slice of leftover pizza, or a yogurt with fruit work just fine.
- Pack it to-go: If there's no time to eat at home, take your nutrition to-go. Pack a brown bag breakfast for the road -- or see if your school offers a breakfast program.

### **EAT**

**CARBOHYDRATE:** A high-octane carbohydrate energizes your body and brain for a busy day. Think cereal (hot or cold), bread, muffins, rolls, tortillas, or even leftover pasta. Choose whole grains for an extra nutrition punch (more fiber and nutrients).

**PROTEIN:** This is the missing link in most morning meals. Protein is what we need to go strong until lunch. Think lean: a slice of Canadian bacon, an egg, a slice of deli meat or cheese, a container of yogurt, a scoop of cottage cheese, or a handful of nuts.

**FRUIT:** Breakfast is a great way to start on the 5 to 9 daily servings of produce your body needs for optimal health. Think fresh, frozen, canned, or dried fruit – like apples, avocados, bananas, berries, grapefruit, kiwi, mangoes, oranges, pears, or pineapple.

### **ENJOY**

Skipping breakfast is a no-brainer – literally. Skip breakfast – and your brain and body suffer all day. Eat well in the AM and you're on the nutrition fast track for a high-energy day. Give kids what they crave – a power breakfast every day.

## News around the State

### Call for Recipes Using Low Mercury Fish

Submitted by Rebecca Thomas

The Division of Environmental Health, Florida Tracking Program wants you to send us your favorite seafood recipes using one or more of the fish listed in the **Best Choices** or **Lowest Mercury** Columns on the Fish For Your Health Wallet Card. You can find the wallet card on our Consuming Fish Safely web page:

<http://www.floridatracking.com/HealthTrackFL/Mercury.aspx>

This is your chance to get creative in the kitchen using heart healthy seafood! All submissions will be posted on our Consuming Fish Safely web page: <http://www.floridatracking.com/HealthTrackFL/Mercury.aspx>

Please include your name, city, county and state with your entry. Only recipes using seafood from the above two columns will be accepted. Submissions are due by **March 30, 2011**.

Please email your recipe to [eh\\_tracking@doh.state.fl.us](mailto:eh_tracking@doh.state.fl.us) Please type **Fish Recipe** in the subject line. You may send more than one recipe, if you wish. Also, please send the number of people served per recipe.

**We look forward to hearing from you! ;Buen provecho!**



## News Around the Country

### AVIS BUDGET GROUP HONORED FOR PIONEERING LANDMARK SMOKE-FREE RENTAL CAR POLICY

*(reprinted from American's for Non-Smokers Rights)*

PARSIPPANY, N.J., February 9, 2011 – Avis Budget Group, Inc. today received the “National Smoke-Free Business Award” from Americans for Nonsmokers’ Rights, a U.S.-based nonsmokers’ rights group, in recognition of Avis Budget Group’s decision to become the first rental car company to offer a 100 percent smoke-free fleet by banning smoking in Avis Rent A Car and Budget Rent A Car vehicles in the United States and Canada.

“A smoke-free vehicle was the top ‘special request’ of our customers,” said Larry De Shon, executive vice president of operations at Avis Budget Group. “Prohibiting smoking in our vehicles ensures that Avis and Budget customers receive a fresh-smelling and clean vehicle whenever they rent with us. The recognition from Americans for Nonsmokers’ Rights is an honor we proudly accept. We are also pleased to see that others in our industry have subsequently chosen to follow our lead.”

In late 2009, Avis Budget Group responded to customer feedback and instituted a smoke-free policy in its vehicles for customers and employees alike. The Company also instituted a smoke-free policy for all employees and contractors who drive its vehicles, and has made all of its offices and rental location facilities 100 percent smoke-free as well, effective April 1, 2011.

“Thanks to this move by Avis Budget Group, nonsmokers are breathing easier while traveling and other car rental companies are now beginning to follow suit with similar policies,” said Cynthia Hallett, executive director at Americans for Nonsmokers’ Rights. “We are grateful to Avis Budget Group for their leadership on this important issue.”



Centers for Disease Control and Prevention  
Your Online Source for Credible Health Information

### [Winnable Battles](#)

CDC's Winnable Battles are public health priorities with large-scale impact on health and with known, effective strategies to address them. The current Winnable Battles have been chosen based on the magnitude of the health problems and our ability to make significant progress in improving outcomes.

#### Winnable Battles Topics

##### [Food Safety](#)

CDC is committed to improving the public's health through the promotion of a safe food supply.

##### [Healthcare-associated Infections](#)

CDC is committed to eliminating preventable infections that occur as a function of medical or surgical conditions.

##### [HIV](#)

CDC provides leadership in reducing new HIV infections through awareness of HIV status, prevention for positives, prevention for high risk negatives, and elimination of health disparities.

##### [Motor Vehicle Injuries](#)

CDC actively supports evidence-based interventions such as primary restraint laws, graduated driver licensing, and DUI interlock devices to drive down deaths and injuries from motor vehicle crashes.

##### [Nutrition, Physical Activity and Obesity](#)

CDC is committed to addressing the epidemic of obesity and overweight in the U.S. through the promotion of initiatives that make healthy choices in nutrition and physical activity available, affordable, and easy.

### [Teen Pregnancy](#)

CDC works to prevent teen pregnancies that contribute to poor health and negative social outcomes through evidence-based strategies, policies, and systems change.

### [Tobacco](#)

CDC is dedicated to reducing the death and disease caused by tobacco use and exposure.

For [Winnable Battles Resources](#) and more information use the following link:

<file:///C:/Documents%20and%20Settings/Sandy/My%20Documents/FPHA%20Newsletter%20Winter%202011/CDC%20-%20Winnable%20Battles.htm>

## **SAFETY IS NO ACCIDENT: LIVE INJURY FREE**

April 4 -10, 2011 is National Public Health Week and FPHA wants to know what you are doing in your community. We would like to dedicate an entire newsletter issue highlighting the various activities going on throughout Florida. Send us your pictures and a brief article for publication. If you want to go into more depth about your PHW programs, please consider the Public Health Review, our on-line journal and send your article with pictures to Dr. McDermott (the link for the Public Health Review in is the [FPHA.org](#) website), but still share with us too. We have already heard about some of the exciting programs being planned and look forward to sharing your activities with everyone.