

Public Health Broward is a newsletter for the community from the Florida Department of Health in Broward. We will focus on public health issues and services offered by the Department.

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Issue #15

February 2018

Public Health Broward

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The 2017-18 flu season has seen more cases than usual, so the Florida Department of Health in Broward County has spoken more strongly than usual urging the community to take precautions.

The flu outbreak began to slow in February – in South Florida, the state and nationally – but DOH-Broward still advises people to take preventive steps: Get a flu shot, wash hands often, cover coughs and sneezes, stay home when sick and avoid those who are ill.

Since January, DOH-Broward has monitored flu cases and intervened in outbreaks, carried out a large outreach effort to spread the flu message and gave free flu shots. The agency packaged and delivered nearly 500,000 informational brochures, flyers, posters and information cards.



"The 2018 flu outbreak poses a risk to the health of our community, especially our oldest, youngest and most vulnerable members," says Dr. Paula Thaqi, Director of DOH-Broward. "We need a strong response to encourage people to protect themselves." The campaign so far:



- We set up a flu vaccination campaign offering free flu shots to the community, at Lauderdale Manors Educational Center in Fort Lauderdale, an area with relatively high reports of flu cases.
- Epi office monitored daily reports of flu-like illnesses from hospitals, physicians and the public school system to track the outbreak. They also monitored small outbreaks of flu reported in the community, at group living facilities and other settings, then visited those locations to help improve their flu-fighting efforts.
- Distributed 65,000 brochures, posters and cards to libraries, City Halls, hospital emergency rooms, colleges, jails, nursing homes, community agencies and some businesses.
- Sent parents more than 375,000 letters and educational flyers created specifically to educate about protecting children from the flu. The copies (in English and Spanish) went to every child in public and charter schools, and all private schools that requested them.
- Delivered parent letters and flyers to all 800-plus child care providers in Broward.

If you would like flu information cards to share with the public, please contact robert.lamendola@flhealth.gov or 954-213-0607.

Photos: (Top) Immunization Nurse Christine Phillips prepares packets of flu information for child care centers. (Bottom) Clinic offering free flu shots

Spotlight on ...

Help us get the community moving at new run / walk

Everyone invited to 1st annual Healthy Broward Run and Walk

The first week of April is National Public Health Week. How can we make it special this year? Let's have a community event that everyone can participate in and that will encourage wellness.

That was the thinking that led a partnership of community health agencies to sponsor the first annual Healthy Broward Run and Walk, a certified 5K run and a one-mile family fun walk.

The event takes place at 7:30 a.m. Saturday, April 7 at Markham Park in Sunrise. You are invited – and challenged – to participate.

This is not a fund-raiser, the aim is to get the community moving and having fun with physical activity. That's why the registration price is so low. Individual runners and walkers pay just \$15 plus a \$2.50 registration fee (\$25 on race day). Sign up a family of up to four for the walk for just \$25 total (\$30 on the day of the event).

You can get details and sign up at www.healthybrowardrun.org. Click on register. You can create a team or join a team.

Everyone gets a T-shirt, a custom medal and a big goodie bag. Top finishers in each age group get medals. There will be a health resource fair and lots of family fun.

Employers: The organizers are issuing the 5% Challenge, encouraging you to get 5% of employees to participate. There will be prizes for the large and small employers that get the highest percentage of their employees to sign up. Mayors and cities, this means you!

The organizers are well known: Broward County, the Florida Department of Health in Broward, Broward Community and Family Health Centers, FLIPANY, Broward Sheriff's Office, Broward Health, Broward Regional Health Planning Council, Holy Cross Hospital, the YMCA of South Florida and the Children's Services Council of Broward.

More sponsors and vendors for the resource fair are welcome. Contact Robert.LaMendola@flhealth.gov or 954-213-0607.

Hope to see you there!



The poster for the 1st Annual Healthy Broward Run and Walk features a blue and yellow color scheme. At the top, it lists the activities: 'Certified 5K Run' and '1 Mile Family Walk', followed by 'Everyone is invited'. Below this, it states 'Open to all ages and skill levels' and 'This is not a fundraiser, this is an event to get the community moving and to have a good time!'. The event is scheduled for 'Saturday, April 7, 2018' at 'Markham Park', with the address '16001 State Road 84, Sunrise FL 33326'. It is sponsored by 'Healthy Broward, a partnership of non-profit and public agencies'. The poster also highlights 'Wellness and Resource Fair, Family Fun, Prizes', an 'ENTRY FEE ONLY \$15 (plus \$2.50 registration fee on race day)', and '5-Year Age Awards to 80+ Medals for all'. A 'Big goodie bag!' is also mentioned. At the bottom, it encourages participants to 'Get Involved in good health. Register now!' and provides the website 'www.HealthyBrowardRun.org'. Logos for Florida Health Broward County and Broward County Florida are also present.

[Holy Cross reaches top of the hill on breastfeeding](#)



Holy Cross Hospital has become the first in Broward County to achieve the national recognition of becoming “Baby-Friendly” for breastfeeding.

DOH-Broward’s Esther March Singleton, Breastfeeding Coordinator for the Women Infants & Children program, has been working with Holy Cross for about three years to reach the milestone. A grant from DOH helped in the effort.

Under the Baby-Friendly Hospital Initiative, delivery centers take steps to maximize the number of new mothers who initiate breastfeeding and who continue it in the months after they go home.

The hospital promotes breast milk as the optimal food for baby, minimizes the presence of baby formula and arranges for peer counselors to work with new mothers on their breastfeeding efforts.

Ms. Singleton (right) and Nurse Patty Sipala of Holy Cross celebrated the achievement at a meeting of the Breastfeeding Coalition of Broward County. Several more labor and delivery hospitals in Broward are working on becoming Baby-Friendly.

[Six new grants to spread the message of public health prevention](#)

No fewer than six significant DOH-Broward prevention projects have won grant funding, totaling more than \$485,000.

The money mainly will go for large marketing programs such as bus ads, retail store signs and billboards to raise awareness about several public health issues and to encourage the community to action.

You can already see the first signs of the campaigns in the community.

“We are very grateful to have received these funds so we can continue our mission to educate the community about how to protect themselves from illness,” says Dr. Paula Thaqi, Director of DOH-Broward.

The grants:

- \$117,000 to promote the use of HPV vaccine to prevent human papilloma virus infections in adolescents and young adults. This continues a successful, existing campaign and features ads on 20 Broward County Transit buses, inside buses and dozens of retail locations, plus other promotions, says Public Information Officer Candy Sims.
- \$117,000 to promote testing for sexually transmitted infections – especially syphilis – among pregnant women, in a campaign called Protect Your Baby.



- \$117,000 to educate the community about free mammograms and pap tests offered by the Florida Breast and Cervical Cancer Early Detection Program. This is a new campaign focused on 21 ZIP codes with high rates of cancer cases.
- \$64,000 for our School-Based Dental Sealant Program, which continues to expand in Broward. The goal is to see 48,000 students at 140 schools by June 1.
- \$50,000 for 10 billboards promoting the HIV Test and Treat program, which delivers immediate medication to patients who are newly diagnosed or returning to care.
- \$20,856 to research the deaths of fetuses and newborns in the Hispanic community, where fetal fatalities have risen.



Teens telling kids about water safety



If you want small children to learn to swim and be safe around water, who would be the most influential role model? Teen-agers, who often seem like gods to littler ones

The DOH-Broward Drowning Prevention staff has capitalized on the idea, by starting a new high school pilot program called Students Preventing Unwanted Drownings (SPUD).

SPUD Educator Vanessa Figueroa (at left, speaking) has enlisted opinion leaders from six high schools (Piper, Blanche Ely, Coconut Creek, Miramar, Stranahan and Henry Perry Education Center) who have volunteered to carry the water safety

message to younger folks.

The groups are meeting twice a month to come with up projects to promote water safety, with over 100 students total attending at the six schools.

Broward students sweep state radon poster contest – again

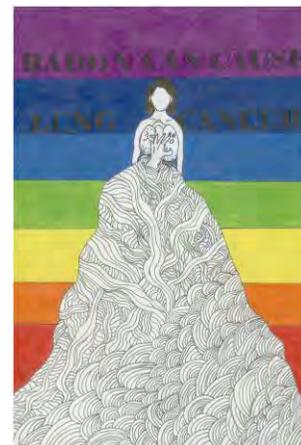
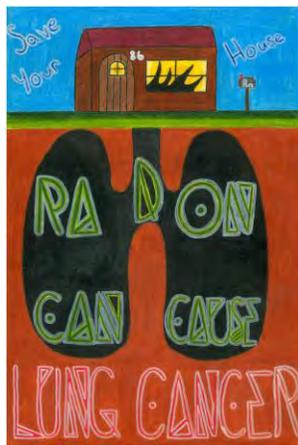
Even the New York Yankees were never this good.

For at least five straight years, DOH-Broward Environmental Health has helped students at Hollywood Academy of Arts and Science win all four top places in the annual Radon Poster Contest.

The posters call attention to the need for homeowners to be aware of radon gas, which occurs naturally but can be fatal. The Broward students took the top three places and honorable mention in the statewide competition sponsored by DOH.

How good were they? The top Florida finisher, Andrea Robleto, took second place in the national competition with her poster "Unmask the Silent Killer" (right).

(Below from left) Second place in Florida went to Isabella Van Buren for her poster "Save Your House," third Place went to Colleen Borgese for "Don't Get Sick By 86" and Honorable Mention went to Oriana Velazquez for "The Girl."



[Our Programs, Services and Locations](#)

- * [Breast and Cervical Cancer](#) – Mammograms, pap smears, diagnostic testing, medical referrals and education for eligible women
- * [Dental Care](#) – High-quality dental services for children and for adults in the Ryan White Part A program.
- * [Drowning Prevention](#) -- Information and advocacy to prevent childhood drownings
- * [Emergency Response](#) -- Planning, training and response to address emergencies
- * [Environmental Health](#) -- Inspections, permits and sanitary nuisance complaints
- * [Epidemiology](#) -- Monitoring, investigation and control of infectious disease outbreaks, and data collection
- * [Family Planning](#) -- Exams, counseling, birth control and sterilization

- * [Hepatitis](#) – Testing, vaccination, diagnosis and medical referrals
- * [HIV/AIDS Prevention and Testing](#) – Prevention in the community, testing at our locations or by community partners
- * [Immunizations](#) – Childhood and adult vaccines
- * [KidCare Outreach](#) -- Recruiting and enrolling families in state-sponsored health coverage for children
- * [Pharmacy](#) – Medications for clients enrolled in AIDS Drug Assistance Program, Ryan White Part A program and our services
- * [Refugee Health](#) – Testing, immunizations and medical referrals
- * [School-Based Dental Sealant program](#) -- Tasteless, colorless sealant coating for children applied during school visits
- * [School Health](#) -- Nursing care and health service in schools
- * [Sexually Transmitted Diseases](#) (STD) – Surveillance and partner services. Testing and treatment provided by Broward Wellness Center under contract with DOH-Broward
- * [Tobacco Prevention](#) -- Education and advocacy to reduce tobacco usage
- * [Tuberculosis](#) – Testing, diagnosis, treatment and directly observed therapy
- * [Vital Records](#) -- Birth and death certificates
- * [Women, Infants and Children \(WIC\)](#) – Breastfeeding support, nutrition counseling, nutritious foods and referrals

HEALTH CENTERS and WOMEN INFANTS AND CHILDREN (WIC) OFFICES



- Edgar P. Mills Health Center | 900 NW 31st Ave., Fort Lauderdale
- Fort Lauderdale Health Center | 2421 SW 6th Ave.
- Paul Hughes Health Center | 205 NW Sixth Ave., Pompano Beach
- North Regional Health Center | 601 W. Atlantic Blvd., Pompano Beach (No WIC)

South Regional Health Center | 4105 Pembroke Rd., Hollywood

WIC-ONLY OFFICES

- Coral Springs | 10077 NW 29th Street
- Lauderdale Lakes | 4481 North State Road 7
- Pembroke Pines | 8374 Pines Boulevard

OTHER

Administrative Center | 780 SW 24th Street, Fort Lauderdale FL 33315

Operations Center | 2421-A SW 6th Avenue, Fort Lauderdale

CALL FOR APPOINTMENTS: [Health centers](#) 954-467-4705 or [WIC](#) 954-767-5111

Editor's note on Issue #15

Public Health Broward is published by the
Florida Department of Health in Broward County

Mission: To protect, promote and improve the
health of all people in Florida through integrated
state, county and community efforts.

Vision: To be the Healthiest State in the Nation

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