



Meeting Notes

August 18, 2011

Location: Ohio Health, Westerville Medical Campus

Meeting facilitated by OIPP Chair, Dara Bakes

Attendees:

Allisyn Leppla, Amanda Kelly, Andrea Hauser, Ann Connelly, Ann Roderer, Ann Smith, Cameron McNamee, Chelsea Verhoff, Christy Beeghly, Cindy Penn, Dara Bakes, Darci Schultz, Deanna Montanaro, Denise Franer, **Diane Dickman, Elizabeth Fries, Erica Fletcher, Gina Veres, Jaime Weaver, Jennie Horner, Jessica Saunders,** Jolene DeFiore-Hyrmer, Judi Moseley, Judy Hirschfeld, Kelly Metcalf, Kenan Mylander, Kristi Roberts, Lisa Mills, Lois Hall, Mary Fleming, Merrily Wholfe, Nancy Pommering, Nichole Hodges, Nikesha Yarbrough, Pamela Proudfoot, Sara Krygowski, Sara Morman, Sarah Denney, Sherry Williams, Susan Sutherland, Suzanne Minnich, Toni Tester, Trina Dickerson & Vince Caraffi

On the phone: Deanna Harris, Erin Whitton

Dara welcomed all members present and on the conference call.

Action Group (AG) Updates

Infrastructure-Level Groups

- **Leadership Team** – The LT discussed the November 18th annual meeting and approved a proposed agenda which will include elections and other OIPP business, IP awards presentation, and strategic planning (Christy will describe more in VIPP Update). The LT is finalizing guidelines for injury prevention [promising practices and champions awards](#). LT encourages members to submit a nomination for their own program or a local champion. Pending decisions about submissions, up to 3 promising practices and 2 champions will be recognized. The awards presentations will take place during the annual meeting. The OIPP is **soliciting nominations for a new Chair-elect**. If you are interested, please let Christy know Christy.beeghly@odh.ohio.gov.
- **Data Action Group** – The DAG is chaired by Mary Fleming. The goal of the group is to assess injury data needs among stakeholders, increase networking opportunities among data owners, and increase access to injury-related data sources and possibly develop a joint product. Mary shared that they plan to assist the action groups with their data needs. They plan to do a Survey Monkey for the OIPP members to find out exactly what their data needs are. They are finalizing their goals and objectives and plan to meet on 9-28-11.
- **Evidence Based IPAG** – The group is chaired by Kelly Metcalf. The group is working on bringing Dr. Fowler and Dr. Gielen from Johns Hopkins School of Public Health who provide a nationally renowned injury prevention training to Ohio to provide an evidence-based IP evaluation training. The EBIPAG will also be working on strategic plan goals/objectives in the upcoming months and will have them completed by the November 18th meeting.

- **IP Policy and Advocacy** – This group is co-chaired by Jessica Saunders and Lisa Pardi. Jessica explained that the group is working on getting an advocacy network together, the [Injury Prevention Advocates Program](#). The group hopes to recruit 1,000 new advocates from across the state. An advocate may not necessarily be able to commit to full participation on the OIPP, but he/she is interested in IP at the local or state level and will be available to help promote issues/disseminate information when needed. Advocates will receive weekly policy updates, policy action alerts, information/data, talking points etc. The IPPAAG is also drafting an Injury Prevention resource guide for policy makers, similar to a guide produced by Johns Hopkins Center for Injury Research and Policy. This group plans to develop toolkits for various priority injury areas such as sports-related TBI and bicycle helmet ordinances. All materials will be available on the website.

Priority Injury Action Groups

- **Prescription Drug Abuse Action Group** – Judi Moseley provided the group update. Judi shared that ODH is continuing its work with Fleishman-Hillard on the [Prescription for Prevention Campaign](#) and that the campaign will be expanding to the following counties: Clark, Jefferson, Clinton and Mahoning. She also shared that Fleishman-Hillard has agreed to do pro-bono work in established counties with the existing campaign. Judi shared that she will be working with Ohio Domestic Violence Network to discuss prescription drug abuse in shelters. Additional efforts of the PDAAG will focus on investigating a Naloxone pilot project in Ohio. Naloxone is an opioid antagonist that helps reverse the respiratory depression associated with opioid overdoses. It has been used effectively in other states (e.g., MA, NC, NY, IL) to reverse opioid overdoses. Ohio had 1,425 drug overdoses in 2009.
- **Child Injury Action Group** – Sarah Denney shared that the CIAG is continuing to work on their strategic plan and that it will be completed shortly. The plan includes the following policy priorities: bike helmets, child passenger safety, infant sleep suffocation, teen driving and sports related TBI. Subgroups have been formed for each of these priorities and they will begin to implement their action plans. Sarah announced that the Governor has designated "[Wear your Helmet to School/Work Day](#)" on September 21, 2011. They are looking forward to this opportunity to increase awareness of the importance of bicycle helmet use across Ohio.
- **Ohio Older Adults Falls Prevention Coalition** – Susan Sutherland reported that the Falls Coalition had their first regional meeting on July 21, 2011 at the Developmental Disabilities offices in Delaware County. September 23, 2011 is [Falls Prevention Awareness Day](#), which is also the day of the Southwest Regional meeting. The coalition plans to use the feedback from the 1st regional meeting to shape the direction of the SW meeting and are currently in the process on scheduling the other regional meetings. She reported that the toolkit and Governors Proclamation for Falls Awareness day will be finalized soon. She also recommended we watch [Finer with Age on Ohio Department of Aging's website](#) which features several members of the coalition and ODH Director, Dr. Ted Wymyslo.

Advisory Groups

- **Member Education**- The Member Education group is focused on identifying member education needs and interests for meeting topics and identifying members for the Member Highlight portion of the meeting. They also want the meeting topics to align with core competencies. Jolene asked the group to email her (Jolene.dhyrmer@odh.ohio.gov) if they would like to highlight their work at an upcoming OIPP meeting.
- **Membership and Outreach** – This group is focused on expanding the OIPP's membership. They have developed a short PowerPoint presentation about the OIPP that all OIPP members can use recruit new members. OIPP members are encouraged to incorporate the presentation or parts of it into other

presentations to raise awareness of the OIPP to other groups/coalitions. The presentation can now be found at: <http://www.healthyohioprogram.org/vipp/oipp/oipp.aspx>. Contact judi.moseley@odh.ohio.gov if you are interested in joining the Membership and Outreach Advisory Group or if you have suggestions for potential new member organizations for the OIPP.

ODH VIPP Announcements

- **MIPA:** (The Midwest Injury Prevention Alliance) is an organization of injury professionals from states in the Federal Health and Human Services Region V (Illinois, Indiana, Minnesota, Michigan, Ohio, and Wisconsin) that works collaboratively to reduce unintentional and intentional injury-related death and disability. Christy shared that The Center for Injury Research and Policy hosted a two day forum for the Region V states to discuss how we can take regional approach to injury prevention. More information on MIPA and the summit can be found here: <http://www.midwestinjury.com/>.
- **Core Injury Grant:** Christy shared that we did receive Core Injury Funding from the CDC for the next five years. The Core grant is used to support the OIPP and Injury surveillance. Christy distributed a list of CDC year one grant requirements in which the OIPP's involvement is needed. Among these are updating the state injury plan, surveillance-related objectives and updating the OIPP Bylaws. She explained that at the annual meeting on November 18th the group will need to update the state injury plan and confirm our priority areas. She shared we will also have the option of selecting a flexible injury priority. Christy explained that the OIPP bylaws will also need to be updated. ODH staff will provide a draft to members for their review, comment and approval. The plan is to approve the updates at the November meeting. Most of the annual meeting will be spent on the strategic planning and we will need to alter our regular meeting structure in order to accomplish this objective.

Data Highlight:

Christy presented results of the 2008 and 2010 Behavioral Risk Factor Surveillance Survey (BRFSS). The presentation reviewed respondent data regarding seat belt use, prescription medications, helmet use, suicide and falls among older adults. This presentation can be found at: <http://www.healthyohioprogram.org/vipp/oipp/oippminutes.aspx>

Member Education:

Eric Green from ODH presented **Thinking Like a Marketer: Social Marketing for Injury Prevention**. Eric defined Social Marketing and reviewed the key concepts in social marketing. His presentation can be found at: <http://www.healthyohioprogram.org/vipp/oipp/oippminutes.aspx>

Member Highlight:

Tim Erskine from the Ohio Department of Public Safety presented on Ohio's EMS Data Systems. Their purpose is to reliably inform performance improvement, education, research and system design of the state's EMS and trauma systems. His presentation can be found at: <http://www.healthyohioprogram.org/vipp/oipp/oippminutes.aspx>

Adjourn for the action groups.

Please contact the ODH Action Group Liaisons for Action Group meeting notes.

Respectfully Submitted:
Cindy Penn/Christy Beeghly