**Cabinet Agency:** **Florida Department of Health**

Using the template below, click on the highlighted boxes to identify current communications, operations, and legislative initiatives the agency is providing, or undertaking, that address the three Children and Youth Cabinet priorities. Use one-two sentences to describe each goal/description.

Repeat headings for each additional service or initiative (Title).

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| **Cabinet Priorities****& Agency Alignment** | **POVERTY**Addressing children living in poverty | **EARLY CHILDHOOD**Addressing prenatal, infants, toddlers and school readiness | **SUBSTANCE ABUSE** **& MENTAL HEALTH**Addressing children and youth with substance abuse or mental health needs |
| **Communications & Campaigns** | ***Title:*****Florida WIC*****Goal/Description:*** WIC is a federally funded nutrition program for Women, Infants, and Children. WIC provides the following at no cost: healthy foods, nutrition education and counseling, breastfeeding support, and referrals for health care and community services.***Agencies Involved:*** DOH | ***Title:*****Healthy Babies*****Goal/Description:*** Reduce infant mortality to improve health outcomes for all infants. Increase the number of Baby-Friendly Hospitals in Florida from 10 to 14.***Agencies Involved:*** DOH**Title:  Healthy Babies** **Goal/Description:**  Reduce infant mortality by reducing the number of HIV-infected babies born annually in Florida from 6 (2014) to less than 5.**Agencies Involved:**  DOH**Title:  Healthy Babies****Goal/Description:**  Reduce Infant mortality by reducing the number of congenital syphilis cases from 58 (2016) to 49.**Agencies Involved:**  DOH***Title:*****Decrease Smoking during Pregnancy*****Goal/Description:*** By December 31, 2018, reduce the annual percent of mothers that smoked during pregnancy from 5.8% (2015) to 5.4%***Agencies Involved:*** DOH | ***Title:*****Decrease Inhaled Nicotine*****Goal/Description:*** Decrease youth inhaled nicotine prevalence from 14.7% to 12.6%. Florida has led the nation with innovative strategies to teach young people about the dangers of smoking and to help current smokers have the resources and support they need to quit. ***Agencies Involved:*** DOH***Title:*****Tobacco Free Florida Youth Prevention Campaign*****Goal/Description:*** THE FACTS NOW (TFN), Tobacco Free Florida’s prevention campaign, targets youth ages 11 to 17 and young adults ages 18-26. This campaign aims to engage youth and young adults with fact-driven content in real time, striving to make the tobacco-related facts relevant to their lives by portraying them in the context of current trends and social media conversations. Facts are presented in a variety of methods: memes, interactive quizzes, animated GIFs, and videos; and the campaign’s delivery methods are television, radio, the TFN website, digital display banners, and social media presence on Facebook, Twitter, Instagram and YouTube.***Agencies Involved:*** DOH, |
| **Operations & Programming** | ***Title:*****Increase the healthy weight of children*****Goal/Description:*** By December 31, 2018, increase the number of schools ever earning the Healthier US Schools Challenge: Smarter Lunchroom recognition from 374 to 600, with a focus on Title I schools.***Agencies Involved:*** DOH***Title:*****Childcare Meals Served*****Goal/Description:*** Increase the healthy weight of children. By December 31, 2018, increase the number of Child Care Food Program providers that report meeting the breastfeeding friendly initiative standards and policies from 168 (2015) to 237***Agencies Involved:*** DOH***Title:*****Medication for Child Victims of Sexual Abuse*****Goal/Description:*** Child Protection Teams evaluate children who are victims of abuse and teen victims of sexual assault. Many of these victims are uninsured and unable to afford medications (such as nPEP) to prevent HIV infection. Recently, through a partnership with a private pharmacy, several teams have implemented a program to ensure that victims can receive medications regardless of their ability to pay. The goal is to expand this pilot across the state.***Agencies Involved:*** DOH | ***Title:*****Childhood Vaccines*****Goal/Description:*** Increase vaccination of children to prevent disease and keep all of Florida’s children protected from health threats. By December 31, 2018, increase the percent of 2 year olds who are fully immunized from 86% (2014) to 90%***Agencies Involved:*** DOH**Title:  Healthy Babies****Goal/Description:** Increase the percent of newborns who receive the Hepatitis B vaccine within three (3) days of birth from 53.2% (2014) to 65%, according to National Immunization Survey (NIS) data.**Agencies Involved:**  DOH***Title:*****Increased breastfeeding*****Goal/Description:*** By December 31, 2018, increase the percentage of WIC infants who were ever breastfed from 77.4% (2013) to 81.2%***Agencies Involved:*** DOH***Title:*****Newborn Screening*****Goal/Description:*** Florida screens newborns for 53 disorders. Decrease the percentage of Newborn Screeningspecimens received by the State Laboratory that are deemedunsatisfactory for testing to below 1% of total specimens received.***Agencies Involved:*** DOH***Title:*****Improve developmental skills for****infants and toddlers*****Goal/Description:*** Increase the percentage of children identified with developmental delays with improvedcommunication acquisition in knowledge of skill from 55.9% in FY2013-2014 to 60%.***Agencies Involved:*** DOH | ***Title:*****Students Working Against Tobacco****(SWAT)*****Goal/Description:*** Students Working Against Tobacco (SWAT) is a youth advocacy organization supported by the Department of Health.  On a local level, SWAT members work with each county tobacco free partnership to advocate for policy change that prevent youth initiation, reduce exposure to secondhand smoke and promote cessation.  The goal of each policy is to change social norms so that tobacco is not accessible, not acceptable and not desirable.  To accomplish these policy objectives, SWAT members conduct surveillance, educate and mobilize their peers and community members about tobacco issues, participate in media advocacy, and present to decision makers.***Agencies Involved:*** DOH |
| **2018 Legislative Bills & Budget Requests** |  |  | ***Title:*****Gov. Scott’s proposed changes to the Prescription Drug Monitoring Program (PDMP)*****Goal/Description:*** Child abuse and fatalities are often linked to drug misuse. Increased use of the PDMP will assist prescribers in identifying individuals who may be vulnerable to drug abuse. ***Agencies Involved:*** DOH |