

BUSINESS GROUPS TO JOIN IN HEALTHY PEOPLE 2010 DEVELOPMENT

THE PARTNERSHIP FOR PREVENTION received a grant from the Robert Wood Johnson Foundation to convene a Healthy People 2010 Business Advisory Council. Composed of business leaders from approximately 25 large, medium, and small businesses, this group will assist in the development of Healthy People 2010 objectives and will develop strategies for the private sector in achieving these objectives. For more information, contact Sarah Knab at Partnership for Prevention at (202) 833-0009.

FLORIDA REPORTS PROGRESS

BUILDING HEALTHY COMMUNITIES TOGETHER: *Health Status Report*, which was recently released by the Florida Department of Health, seeks to answer the question, "How healthy is Florida." This document details Florida's successes and challenges for improving Floridians' health status. Some of Florida's successes include: a reduction in infant mortality to a rate below the national average; a decrease in repeat births to teens; a 90 percent reduction in primary and secondary syphilis; and a 50 percent decrease in the age-adjusted death



from heart disease. Some of Florida's challenges include: reducing unfavorable birth outcomes for nonwhites; purchasing new drug combinations for persons with AIDS; and reducing deaths and disabilities resulting from chronic diseases, the leading killers of Floridians. For more information, contact Kathy Winn at (850) 487-3220

FIDO! FRIEND OR FOE?

DID YOU KNOW THAT by age 12 almost half of American children are bitten at least once by a dog. Two students from Auburn University's College of Veterinary Medicine have taken on this important public health problem by developing a coloring/activity book entitled, *Fido! Friend or Foe?—Reducing Dog Bite Injuries in Children Through Public Education*. This book educates elementary school-aged children and their parents about the dos and don'ts of dog safety and on how to avoid dog bites. Parents are encouraged to read through the book with their children to reinforce the messages

presented. State Farm Insurance is expected to print 500,000 copies and make them available through its local agents. A Spanish version is also available from Auburn University. For more information and for copies of the Spanish version book, contact:

Charles Hendrix at (334) 844-2688 or
hendrcm@vetmed.auburn.edu.



FORD AND NHTSA TEAM TOGETHER

STUDIES SHOW THAT OVER half of all child car seats are installed incorrectly. In response to this statistic, the National Highway Traffic Safety Administration (NHTSA) developed education materials on how to install child safety seats and booster seats. Entitled *Protecting Your Newborn*, this video and instructor's guide were developed for use by childbirth educators to teach parents about proper restraint and transport of infants and children in motor vehicles. They provide detailed explanations on how to install child safety seats and booster seats. NHTSA partnered with Ford Motor Company in the production and distribution of these educational materials. Almost 100,000 copies were distributed to all hospitals in the U.S., to the members of several childbirth educator associations, and to 40,000 obstetricians and gynecologists who were likely to be involved in childbirth education. Please fax materials requests to the media and marketing division at NHTSA at (202) 493-2062.

EXEMPLARY MENTAL HEALTH PROGRAMS IN SCHOOLS

AN ESTIMATED 15 TO 20 PERCENT of children and adolescents have mental health problems severe enough to warrant treatment. School psychologists play a large role in improving many students' lives by working with the students, their families, and often other mental health professionals. The National Association of School Psychologists has published a guide to some of the best school- and community-based mental health programs in which school psychologists were engaged in program development, implementation, and/or evaluation. *Exemplary Mental Health Programs: School Psychologists as Mental Health Service Providers* highlights 119 programs in 44 States. To order this publication, contact Victoria Stanhope at (301) 657-0270 ext. 223 or vstanhope@naspsweb.org

ABOUT CONSORTIUM EXCHANGE

Healthy People 2000 CONSORTIUM EXCHANGE is an information resource for *Healthy People 2000* Consortium members to share news about prevention activities related to achieving one or more of the Nation's health promotion and disease prevention objectives. Please send news about your programs and activities to Janet Samorodin, MPH, Office of Disease Prevention and Health Promotion, 200 Independence Avenue, S.W., Room 738G, Washington, D.C. 20201; (202) 260-2322; Fax (202) 205-9478; jsamorodin@osophs.dhhs.gov

Healthy People 2000 is a national initiative to improve the health of all Americans through prevention. It is driven by 319 specific national health promotion and disease prevention objectives targeted for achievement by the year 2000. *Healthy People 2000's* overall goals are to: increase the span of healthy life for Americans, reduce health disparities among Americans, and achieve access to preventive services for all Americans.

INFO ON THE WEB

American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD)
(<http://www.aahperd.org/index.htm>): Eight sites in one. Each member of AAHPERD provides a home page that includes publications, membership, and conference information. There is also information on AAHPERD's research consortium.

Association of Asian Pacific Community Health Organizations (AAPCHO)
(<http://www.aapcho.org>): If you are interested in information on health issues related to Asian Americans and Pacific Islanders (AAPI), check out this site. Some unique features include policy information, links to other AAPI health sites, AAPCHO program information, and a calendar of national and local events of interest to AAPIs or people who work with them.

National Education Association Health Information Network (NEAHIN)
(<http://www.nea.org/hin>): This site provides information on breast and cervical cancer, environmental issues, HIV, and other areas that affect school employees and the children they serve. Two free newsletters—*FISHNET* (HIV) and *The Source* (Environmental issues) are available on-line. A new discussion group is available on indoor air quality issues in schools.

Wellness Councils of America (WELCOA)
(<http://www.welcoa.org/>): This site provides information on worksite health promotion and WELCOA's WELL CITY USA project as well as information on National Health Days. A listing of America's Healthiest Companies and WELCOA's regional and State affiliates is also available.

WELCOME NEW CONSORTIUM MEMBERS

The Office of Disease Prevention and Health Promotion welcomes the 12 newest members of the Healthy People Consortium. We look forward to working with you on national health objectives for the years 2000 and 2010.

- *American Academy of Physician Assistants*
- *American Association of Colleges for Teacher Education*
- *Association of Asian Pacific Community Health Organizations*
- *Center for Science in the Public Interest*
- *Council of State and Territorial Epidemiologists*
- *Farm Safety 4 Just Kids*
- *National Association of Local Boards of Health*
- *National Association of School Psychologists*
- *National League of Cities*
- *Shape Up America!*
- *Society for the Advancement of Women's Health Research*
- *Stop Teenage Addiction to Smoking*



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