



FLORIDA TRAUMA ALLIANCE

situation

When Florida established its trauma care system in 1982, 54 hospitals were classified as trauma centers—general hospitals with a special operating suite to treat severely injured patients 24 hours a day, seven days a week. Despite the crucial services these centers provided, more than 30 of Florida's trauma centers had closed due to growing readiness costs and

pressures due to a funding crisis that jeopardized their existence and the

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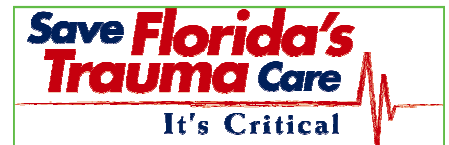
health of nearly 30,000 Floridians who survive life-threatening injuries each

year because of these facilities. Representatives from Florida's 21 remaining trauma centers formed an alliance to advocate for the safety and health care of Floridians and hired Moore Consulting Group (MCG) to conduct a comprehensive public affairs campaign, including media relations, public relations and coalition-building efforts.

challenges

MCG was tasked with raising awareness about the financial crisis facing Florida's trauma centers among Florida legislators, and moving them to action into provide new means of funding. It was

imperative to conduct a successful media relations campaign in Florida's key legislative districts, and to raise awareness among the general public and key advocacy groups.



strategies

Created weekly promotional items to be hand-delivered to Florida's 160 legislators, the Governor and the Lieutenant Governor .

Attended the "Day in the Legislature": Advocates and patients visited legislators to share personal stories and ask for support of legislatively mandated funding, culminating in a reception attended by more than 20 legislators.

Developed a Web site for grassroots organizations and the public to obtain more information about the trauma care system, join the Alliance and contact legislators.



campaign detailing ongoing legislative activities and reinforcing key messages.

Held editorial meetings with 12 daily newspapers and secured physicians, advocates and patients to meet with the editorial staff. Developed an advocate recruitment kit to provide information about the crisis and ask for support.

Conducted kick-off media event to provide statewide reporters information about the need to save the centers, as well as two additional news conferences during the

results

In total, more than \$50 million a year in recurring funds was secured for Florida's trauma centers. Through aggressive communication outreach with legislators, HB 497 was unanimously passed, appropriating \$7.5 million to provide funding for Florida trauma centers and increasing red-light traffic fines from \$60 to \$125 to support trauma

centers. Based on Florida Department of Motor Vehicle statistics from 2003, HB 497 could raise as much as \$40 million a year, with federal matching. Additionally, HB 1697 was unanimously passed, increasing penalties for causing serious injuries or fatalities in traffic accidents to \$500 for each serious injury and \$1,000 for each fatality. HB

1697 is expected to generate as much as \$4.7 million annually. The media relations effort generated more than 616 stories. As a result of the Web site and advocate recruitment portion of the campaign, 25 grassroots advocacy organizations joined the Alliance.