

**Tobacco Education and Use Prevention Advisory Council**  
**4052 Bald Cypress Way, Room 301, Tallahassee, Florida**  
**Meeting Minutes**  
**February 15, 2013**

**Advisory Council Members Present:**

|   |  |
|---|--|
| Wayne "Chip" Withers, B.S.B.A.            | William Long, M.S.M.                   |
| Sherrie Raulerson                         | Penny Taylor, B.S., C.P.P.             |
| David Drobos, Ph.D.                       | Daniel McGoldrick, M.A.                |
| Mae Waters, Ph.D., C.H.E.S.               | Heather Wildermuth for Ralph DeVitto   |
| Marshall Deason, Esq.                     | Ali Moradi, M.D., M.P.H.               |
| Les Beitsch, M.D., J.D.                   | Michael Good, M.D.                     |
| Fonda McGowan, M.S. via video conference  | Kirk Voelker, M.D. via conference call |
| Phillip Marty, Ph.D. via video conference | James Howell, M.D., M.P.H.             |

**Advisory Council Members Absent:**

|                   |                             |
|-------------------|-----------------------------|
| Kimberly Berfield | Janet Connors, R.N., C.D.E. |
|-------------------|-----------------------------|

**Department of Health – Management Present:**

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|---|--|
| Dennis Cookro, M.D., M.P.H, Interim Deputy Secretary for Health and Deputy State Health Officer for Children’s Medical Services, for John H. Armstrong, M.D., F.A.C.S., State Surgeon General | Betsy Wood, BSN, MPH, Director, Division of Community Health Promotion |
| Shannon Hughes, Bureau Chief, Tobacco Free Florida  |  |

**Department of Health Staff Present:**

|                 |                 |
|-----------------|-----------------|
| Dave Garison    | Lauren Porter   |
| Jennifer Harris | Lacodia Burkes  |
| Erin Singerman  | Sam Samlal      |
| Laura Corbin    | Gregg Smith     |
| Ron Davis       | Kelly Martin    |
| Donna Williams  | Meredith Hennon |
| David Powell    | Kalinda Pyles   |
| Jane Parker     | Sonja Bradwell  |
| Kevin Sherin    |                 |

**Others Present:**

|   |   |
|---|---|
| Kahreem Golden, Matthew Goodson, Ansley Pentz (SWAT)        | Andree Aubrey (FSUCOM)  |
| Gary White (Hillsborough County CBO)                        | Kristina Zachry (QuitDoc – Levy County CBO)                     |
| Naylet Aguayo, Ian Abrams (GolinHarris)                     | Kevin O’Flaherty (Campaign for Tobacco Free Kids)               |
| Liz McCarthy, Joe Cronin (AlmaDDB)                          | Barbara Richardson, Kathy Nichols (University of Florida)       |
| Brenda Olsen (American Lung Association)                    | Julie Rainey, Lija Greenseid (Professional Data Analysts, Inc.) |
| Erik Crankshaw, Jennifer Duke (Research Triangle Institute) |   |

**Welcome, Introductions, and Meeting Minutes**

**Shannon Hughes, Bureau Chief,  
Tobacco Free Florida**

Shannon Hughes, Bureau Chief, Tobacco Free Florida, called the meeting to order at 9:07. Ms. Hughes gave updates, highlighted the agenda for the day's meeting, and presented Dr. Kevin Sherin with a commemorative tray to recognize his service to the Tobacco Education and Use Prevention Advisory Council. Ms. Hughes introduced Dr. Dennis Cookro, Interim Deputy Secretary for Health and Deputy State Health Officer for Children's Medical Services, who was attending the meeting on behalf of Dr. John H. Armstrong, State Surgeon General, who was unable to be there.

Ms. Hughes asked if there were changes or corrections to the November 26, 2012 minutes. The minutes were adopted as written.

**Youth Activities and Flavored Tobacco  
Products**

**Laura Corbin, Erin Singerman,  
State Tobacco Policy Managers  
Kahreem Golden, Ansley Pentz  
SWAT Youth**

Kahreem Golden and Ansley Pentz provided an update on Students Working Against Tobacco (SWAT) activities to the TAC members. The youth presenters showed the Council a display with flavored tobacco products and gave a tour of the updated SWAT website. Laura Corbin provided notable updates about SWAT youth from across the state.

TAC members commended Mr. Golden and Ms. Pentz for all of their hard work with, and dedication to, SWAT. TAC members recommended setting loftier goals than a 10% increase in youth participation in tobacco related community activities by December 31, 2014.

**Employer Cessation**

**Jennifer Harris, State Tobacco  
Policy Manager**

Jennifer Harris provided background information of the state and community employer cessation programs. Per the CDC, paying for tobacco cessation treatments is the single most cost-effective health insurance benefit that can be provided to employees. Ms. Harris concluded her presentation by highlighting strategies and events that she and grantees will be developing and implementing in the community as well as statewide.

**Smoke-Free Multi Unit Housing (SFMUH)**

**Ron Davis, State Tobacco Policy  
Manager**

Ron Davis provided the policy approach of the SFMUH area which is not focused on passing ordinances or compelling property owners to establish a smoke-free policy, but rather to show owners that voluntarily establishing a smoke-free policy is in their best interest. He provided an update of activities the grantees are conducting in this policy area. Finally, Mr. Davis touched upon the future directions for this policy area, which included developing a Tobacco Free Florida SFMUH certification program, partnering with apartment search websites to include this certification in search criteria, and mapping all SFMUH throughout the state.

## ***K-12 and Point of Sale***

***Dave Garison, State Tobacco  
Policy Manager***

Dave Garison shared the 12 components of the tobacco free school policy and the anticipated outcomes from these components. He shared a map highlighting the number of components adopted by each county school district across Florida. Currently, 14 school districts have passed policy that includes each of the comprehensive model school policy components. The second half of Mr. Garison's presentation focused on point of sale retailer advertising. He provided a background of point of sale marketing. Mr. Garison shared 12 potential policy outcomes and future directions for this policy area.

## ***Tobacco Free Florida (TFF) Media Update***

***Joe Cronin, Elizabeth McCarthy,  
AlmaDDB  
Ian Abrams, GolinHarris***

The Tobacco Free Florida Media Update from Joe Cronin and Elizabeth McCarthy from AlmaDDB and Ian Abrams from GolinHarris provided media and creative updates on cessation and prevention, public relations updates, and upcoming events. Cessation TV and radio spots launched in July and August 2012 reached more than 95% of the target within all Florida DMAs. Sponsorship was included in the London Olympics, in all Tampa Bay Buccaneers games from 9/30 to 12/30, as well as the Florida Classic. TFF was featured on the cover of *Social Marketing Quarterly* which included an article that was co-authored by DOH and Research Triangle Institute (RTI). Prevention TV spots reached 70-84% of the target on average, depending on the market. A mobile version of the TFF website was launched in September and the updated/upgraded SWAT website was launched in late December. The TFF Facebook page surpassed 200,000 fans in January 2013 and Twitter followers increased by 64.7% from December 2011 to December 2012, resulting in 1,850 followers. The presentation concluded with events on the horizon including Through with Chew Week and TFF Week: April 6-13.

## ***Surveillance and Evaluation Highlights***

***Julie Rainey, Lija Greenseid,  
Professional Data Analysts (PDA)  
Erik Crankshaw, Jennifer Duke,  
Research Triangle Institute (RTI)***

The focus of the Surveillance and Evaluation Highlights presentation by the teams from PDA and RTI was on overall independent evaluation of the BTFF and specific program component evaluations (cessation interventions, state and community interventions, and health communications interventions).

Julie Rainey and Lija Greenseid gave a background description and implementation information of Quitline and Web Coach. Quit rates for Quitline and Web Coach are both within an acceptable range; Web Coach outcomes are stronger when Nicotine Replacement Therapy (NRT) is provided. AHEC Cessation has two program models: Quit Smoking Now (QSN) and Tools to Quit (TTQ). Both have strong program implementation and high levels of satisfaction about participants. QSN and TTQ both provide solid and similar quit rates. 72,000 tobacco users received treatment from Quitline, Web Coach, or an AHEC program – the highest numbers in TFF history. However, the reach remains low with only 2.24% of Florida tobacco users receiving treatment from one of the programs in FY12.

PDA recommendations include:

- Increase demand for services.

- Increase capacity to serve more people by streamlining programs and operations and through cost-sharing with private entities.

Jennifer Duke provided recommendations related to the TFF Media Campaign. She highlighted previous evaluation recommendations provided by RTI. She then noted TFF adherence to Best Practices.

RTI's FY 2013 Media Recommendations are:

- Continue to use formative testing to gauge reactions to planned advertising, inform media strategy and messages.
- Maintain the current media strategy and message content targeting adult smokers and youth audiences.
- Enhance engagement through social networking platforms.

Erik Crankshaw provided an update on some findings presented in RTI's 2012 Independent Evaluation Report, specifically:

- Trends in key outcome indicators (via FL BRFSS, FL ATS, FL YATS, and FL YTS data).
- Tobacco industry monitoring
- Results from Provider Survey of Tobacco Practices
- Results from Community Opinion Leader Survey

Key outcome indicators are mostly trending in favorable directions – smoking rates declining among youth and young adults, adult prevalence has decreased, and quit attempts among adult smokers are trending upward. Some challenges do remain – evidence of an increase in cigar use among youth, adult smoke prevalence appears to have plateaued, no change in percentage of smokers reporting they have received assistance from a healthcare provider to quit.

Recommendations related to Tobacco industry monitoring, AHEC Provider Training and Provider Survey of Tobacco Practices (PSToP), and Community Opinion Leader Survey (COLS) were covered and can be found in the PowerPoint presentations located at the SharePoint site: <http://fl.btpm.myhostedsolution.net>

***Emerging Issues – Centers for Disease Control/  
National Perspective***

***Donna Henry, CDC's Office on  
Smoking and Health***

Donna Henry, via conference call, provided a national perspective from the CDC on emerging issues in comprehensive tobacco control and considerations for state programs. Her presentation focused on:

- Current cost-benefit analysis and how to change the cost-benefit of tobacco use
- Goals of a comprehensive tobacco control program
- Office of Smoking and Health priorities.

***TFF Emerging Issues – e-cigarettes***

***Lauren Porter, Tobacco Free  
Florida***

Lauren Porter provided a perspective from the Bureau of Tobacco Free Florida on an emerging issue – electronic cigarettes. Her presentation showed what e-cigarettes look like, what sort of

regulation is required by the federal government or state of Florida, and a comparison to regulations in other states.

***Open discussion/questions***

A discussion ensued on the topics presented, the meeting format, and the role of subcommittees. One subcommittee met briefly at the conclusion of the overall TAC meeting.

The meeting was adjourned at 3:30.