

**Tobacco Education and Use Prevention Advisory Council
Meeting Minutes
May 17, 2022
9:00 a.m. – 3:00 p.m.**

Advisory Council Members Present:		
Laura Corbin, delegate for State Surgeon General	Andrew Weatherill	
Stacey Gagosian	Brenda Olsen	
Megan Wessel	Melissa Knabe	
Dr. Jay Wolfson	Kevin O'Flaherty	
Dr. Jim Howell	Senator Lisa Carlton	
William (Wayne) McDaniel		
Advisory Council Members Absent:		
Dr. Colleen Koch	Sherri Raulerson	James Gustafson
Dr. Stephanie Haridopolos	Kimberly Allbritton	Dr. Taghrid Asfar

Call to Order and Roll Call

Laura Corbin called the meeting to order at 9:00 a.m. and welcomed members and other attendees. Then she performed roll call with the meeting attendance noted above.

Approval of February 2022 Minutes

Laura Corbin opened discussion on the February 2022 meeting minutes and the minutes were approved, as written, by all Tobacco Education and Use Prevention Advisory Council (TAC) members.

Cessation Services Overview

Calvin Glidewell, Bureau of Tobacco Free Florida

This presentation provided an overview of the Bureau's cessation services and ended with program specific data. The program aligns its interventions with the Centers for Disease Control and Prevention (CDC) Best Practices for Comprehensive Tobacco Control Programs. Tobacco Free Florida cessation services include 1) individual, group, and telephone counseling (as technology has advanced mobile and online modalities have been added as well) and 2) Free Food and Drug Administration (FDA)-approved nicotine replacement therapy (NRT) to tobacco users. Tobacco Free Florida offers specific interventions for people living with behavioral health conditions, pregnant and post-partum women, and e-cigarette users. Floridians can access Tobacco Free Florida cessation services through self-referral and provider referral. Cessation services are provided by Optum and the Area Health Education Centers (AHEC). Some recent data include:

- Florida's overall adult smoking rate is 10.6% (Florida Adult Tobacco Survey [FLATS], 2021).
- Certain populations smoke at disparate rates. Those include people living in low socioeconomic status (18.6%), people living in rural areas (19.2%), LGBTQ+ (22.4%), people with disabilities (24%) and people living with behavioral health conditions is (24.6%) (FLATS, 2021).
- There has been a decrease in the utilization of quit services over the last four years by 37% (Professional Data Analysts [PDA], 2021). Some of this decrease can be attributed to COVID and the fact that nationwide quitline calls are trending down.

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- The 30-day quit rate is 35.3% overall (PDA, 2021) which exceeds national benchmark set by the North American Quitline Consortium.

Optum Service Updates

Jeni Klein, Optum

This presentation began with an overview of the quit services provided by Optum as a part of their contract with the Bureau of Tobacco Free Florida and detailed the migration to a new platform. They are in the process of a full redesign for the quit services, called Rally Platform. Florida's transition is planned for early 2023. The reasons for the redesign are the changing unique needs of users, emergence of digital programs, evolving tobacco product types, and the changing preferences for individual interactions. Creating a single registration for all services helps to streamline the process for users. These changes are enhancements to current modes and not a replacement of any of the current services. Some of the new features include text enrollment, live coaching via chat, text and video, as well as expedited ship time for NRT.

The presentation continued with an overview and update for the Live Vape Free program which was launched in Florida in 2021. This program consists of two parts 1) the self-paced online courses are designed for adults to be allies to help teens in their lives quit and 2) the text-based action plan guides teens to behavior change through interactive texting. Coach support is also available. The teen texting component uses an authentic voice, has little-to-no barriers, and matches their level of engagement. Enrollment has been low so far. Optum is looking at ways to market and message to increase this.

Area Health Education Centers (AHEC)

Kathy Nichols, University of Florida AHEC Program

This presentation provided an overview and updates of the AHEC Cessation Program. All of their services are free. They provide in-person and virtual classes to address use of all tobacco/nicotine products. Free over the counter NRT is provided, as applicable, to participants. They now have four curricula available. The first is called Quit Smoking Now, which originated in 1999 and consists of four weekly hour-long sessions. The second is called Tools To Quit, which originated in 2009. It provides participants with a personalized quit plan through a 1.5-2 hour single or double session group in English or Spanish. The third curriculum is called The Journey Starts Here, implemented in 2018. It was specifically developed for the behavioral health population and consists of 6 hour-long sessions. The participants can join any class. The last and newest curriculum is called Tools to Quit Teen, which hasn't been launched yet. It will be a 1.5-2 hour-long class and was tested with a focus group. There is an upcoming pilot planned.

In FY 2021:

- 3,992 Group Quit courses were provided
- 17,216 attendees in group classes
 - 12,487 unique tobacco users
- 70% attended a single session, 24% multi-session, 6% Journeys
- 7,371 in-person attendees
- 9,845 virtual attendees

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In addition to cessation classes, tobacco training is conducted with practicing health care providers, health professions students, social service organizations, and AHEC staff on how to address tobacco use with their patients/clients. Some topics include cessation medications, tobacco cessation in disparate populations, motivational interviewing, and tobacco industry marketing.

Health Systems Change

Calvin Glidewell, Bureau of Tobacco Free Florida
Harlan Luxenberg, Professional Data Analysts

This presentation provided an overview of the system change work conducted by and on behalf of the Bureau. Systems change requires adjustments or transformations in the policies and practices of an organization to create better outcomes. The desired outcome in relation to tobacco control is to increase reach of cessation services through referrals. The Bureau has adopted the Agency for Healthcare Research and Quality's systems change guidelines in its outreach efforts to healthcare providers and systems. It promotes cessation programs to County Health Departments, hospital systems, federally qualified health systems, free and charitable clinics, behavioral health providers, physician providers, and Medicaid health plans. The 5 A's model (**A**sk, **A**dvice, **A**ssess, **A**ssist, **A**rrange) in educating providers about tobacco assessment and referral is used. There are a variety of ways to refer patients to its cessation programs such as fax, secure email, automated referrals, eReferrals, and proprietary and custom referral platforms. The program partners with a variety of health systems via Health Exemption projects designed to improve tobacco assessment and referral systems and engages social service organizations to broaden its reach to targeted priority populations. The automated referral form launched last year, and more than 500 referrals have been processed. The referral form is available on mobile, tablets, and computers in English and Spanish. It is an intermediate step in between fax referrals and e-referrals which is connected through the patient's electronic health record. It mirrors the fax form the providers are accustomed to using.

State and Community Intervention

Ron Davis, Bureau of Tobacco Free Florida

This presentation began with an overview about the cessation access policy area managed by the state and community intervention section of the Bureau of Tobacco Free Florida. A provider in each county is responsible for executing an annual approved work plan of assigned infrastructure and policy areas, including this one. Due to members of priority populations using tobacco at higher rates, the identification and elimination of tobacco related disparities among population groups is a primary goal of tobacco control programs. The program goal for this area is to improve availability, accessibility and effectiveness of cessation services for priority populations. For the CDC disparate populations requirement, the program chose to focus on low SES. There is comparatively higher smoking rates and secondhand smoke exposure in this population. There are two targets for systems change: health care systems and social service organizations. The health systems approach (seven providers) is a collaborative effort. The provider recruits health care systems to establish an electronic records referral system and the AHEC provides the training and technical assistance. For the second target, social service organization approach (six providers) incorporates referral forms into their formal intake process.

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The presentation concluded with an update about counterfeit tobacco products found in Florida. Counterfeit “Rick and Morty” electronic vape products (EVPs) were first found and reported by the Bay County provider. Counterfeit product concerns include poor quality control, substandard materials, unsafe liquid formulations, and lack of age verification. These products were reported to the FDA investigations office.

Cessation Interventions for FY 2022-2023

Calvin Glidewell, Bureau of Tobacco Free Florida
Kristina Zachry, Bureau of Tobacco Free Florida

This presentation provided an overview of cessation intervention updates for the upcoming fiscal year. The Bureau will continue working with the Florida Agency for Health Care Administration and its contracted managed care organizations to reach Medicaid recipients who are tobacco users. It will implement incentive programs with rural County Health Departments and Tobacco Free Moms and Babies programs around the state. The Bureau is planning a gift card incentive program through the AHEC network to encourage attendance at Group Quit classes; the program design is in process and evaluation criteria are under development.

Media Update

Elizabeth McCarthy, ALMA
Barbara Lopez, Golin

The first presentation provided updates on Tobacco Free Florida Week, which occurred May 8-14, 2022. The theme this year was Mental Health Equals Mental Wealth, which highlighted tobacco’s disproportionate impact on people diagnosed with mental and behavioral health conditions. New evergreen materials were created to support this observance but can be used all year long.

The next presentation detailed the consumer relationship management (CRM) program. The “Set a Quit Date” CRM program, which launched via the Tobacco Free Florida website in April 2021, provides additional support to tobacco users during the Research/Action phase. Wave 1 ran April 2021–July 2021. Wave 2 ran December 15, 2021–March 31, 2022. The program allows users to opt-in to prepare for their quit attempt, and to receive supportive information via emails or text messages to assist in their overall quit journey. This personalized program is timed around a person’s targeted quit date. The content and cadence were developed with the guidance of a subject matter expert, including key messaging addressing relapse. The program also promotes Optum services (Phone Quit and free NRT) and AHEC services (Group Quit).

- Results to date:
 - 19,500 opt-ins to the CRM program to date
 - Overall, data show an increase in the total number of leads from TFF.com to Optum/AHEC year-over-year, and the CRM program drove approximately 23% of those incremental leads. (3,045 incremental clicks to Optum/AHEC)

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Florida Tobacco Strategic Plan

Georgia Sheridan, Bureau of Tobacco Free Florida

This presentation provided an update about the status of the Florida Tobacco Strategic Planning process. The Bureau and partners are at the halfway point in the plan development timeline. There have been two workshops, three regional input sessions, two steering committee meetings, and an environmental scan. Six draft objectives have been created.

Closing Comments/Adjourn

The meeting adjourned at 3:00 p.m. The next meeting will occur virtually on August 25, 2022. Additional dates will be determined and sent out.