

**Tobacco Education and Use Prevention Advisory Council
Meeting Minutes
August 25, 2022
10:00 a.m. – 12:00 p.m.**

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

*Was originally marked absent by mistake

Call to Order and Roll Call

Dr. Ladapo called the meeting to order at 10:00 a.m. Laura Corbin performed roll call with the meeting attendance noted above.

Approval of May 2022 Minutes

Dr. Ladapo then opened discussion on the May 2022 meeting minutes and the minutes were approved, as written, by all Tobacco Education and Use Prevention Advisory Council (TAC) members.

Recap of Media Findings and Recommendations from Independent Evaluation

Dr. Jennifer Duke, RTI

This presentation provided an evaluation recap of the Bureau of Tobacco Free Florida’s (BTFF) media campaigns, which continue to reach the majority of youth, young adult, and adult audiences in Florida with hard-hitting, effective messages. Florida’s mass media campaigns to reduce tobacco use are an effective component of its overall tobacco control program. The 2021 design and implementation of *The Facts Now* and *Tobacco Free Florida* closely align with the Centers for Disease Control and Prevention’s Best Practices, meeting their recommendations for high-impact message content, media levels and reach to target audiences. The evaluation continues to recommend that the BTFF implement evidence-based strategies that have formed the backbone of its success in recent years.

The Facts Now maintained high levels of awareness, with 76% of youth and 86% of young adults reporting brand awareness. *The Facts Now* website was a popular source for engaging information on the dangers of vaping in 2021. Overall, the campaign continues to reach youth and young adult audiences through popular social media platforms, including Snapchat and TikTok. Adequate and sustained advertising levels directed at youth and young adults across relevant demographic groups in Florida create the necessary conditions for *The Facts Now* to positively impact beliefs about tobacco products and use. Outcome evaluation findings from 2021 indicate the current campaign is effective; youth and young adults with greater campaign exposure to *The Facts Now* advertisements reported more agreement with anti-vaping beliefs.

Over the past decade, the BTFF aired hard-hitting advertisements from successful national and state campaigns as part of *Tobacco Free Florida*. More than four of five tobacco users (81%) in

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Florida reported awareness of the *Tobacco Free Florida* brand in 2021. There continues to be an increasing number of visits to the site each year, with users often exploring multiple pages on the site during a given session. More than 647,000 people visited TobaccoFreeFlorida.com in 2021, an increase of 11% from 2020. Exposure to the *Tobacco Free Florida* campaign has been shown to significantly influence the rate of quit attempts among adult smokers in Florida. Furthermore, the most recent data from 2021 continue to show this positive impact of *Tobacco Free Florida* advertising on quit attempts.

FY 22-23 Health Communications Strategies

David Weisfelner, OMD; Liz McCarthy, Alma; and Barbara Lopez, Golin

This presentation began with an overview of the media planning and buying highlights for fiscal year 2022-2023 (FY22-23). Reach and frequency is key to having a sustained presence, this is referred to as “always on.” One way this is successfully accomplished is with a negotiated agreement between OMD and media partners providing three bonus units for every paid unit for TV and radio. This allows the BTFF to run ads in weeks that the campaigns would normally be off air. Another strategy used to gauge the BTFF’s campaign presence is by evaluating the consumer media landscape. One trend on the rise is the consumption of premium online video (paid streaming video services), most pronounced in younger demographics but seen in all age groups. This shift is also seen with the consumption of streaming audio services. To align with the continuing change in consumption trends, it is recommended that prevention campaigns be aired in a mix of 80% streaming and 20% traditional methods.

The presentation continued by discussing the cessation and prevention campaigns. The cessation campaign always utilizes both *Why to Quit* and *How to Quit* messaging that includes hard hitting (emotional and/or graphic) advertisements. *Tips from Former Smoker’s* is the overarching creative campaign for *Why to Quit* messaging. *The Reasons* is the *How to Quit* component of the campaign. It launched in 2018 and features the stories of Floridians who want to quit tobacco. Alma recently completed a new spot featuring Mitch, a Black male, as part of ongoing strategies to address priority populations. The BTFF cessation services are promoted across multiple touchpoints in the campaign, including TV, radio, digital ads and social media. The “Set a Quit Date” Consumer Relationship Management Program will continue in FY22-23. This program is housed on tobaccofreeflorida.com, and 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. The program also promotes Optum services (Phone Quit and free nicotine replacement therapy) and Area Health Education Center (AHEC) services (Group Quit). Results to date: 19,500 opt-ins to the CRM program to date; 3,045 incremental leads to Optum/AHEC. The program is currently being optimized to include additional messaging around relapse, and additional communication touchpoints. “CRM 3.0” is scheduled to launch in October. In FY22-23, *The Facts Now* Prevention campaign will continue to reach youth and young adults with messaging around vaping. Creatively, the BTFF will continue to run the *Textimonials* campaign that Alma developed. *Textimonials* launched in October 2020 as an integrated campaign that includes over the top TV (OTT), radio, digital, social media ads. The campaign features testimonials from young adults in Florida who were negatively impacted by their vaping nicotine addiction. Their stories are told in the language that youth and young adults speak: texting.

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The presentation concluded by providing an update to the social media strategies, health care provider initiative, and the priority populations/barbershop campaign. The social media strategy goals are to reach likely tobacco and e-cigarette users and offer free help to quit, to drive quit attempts with and without Quit Your Way resources, and to provide and reinforce important tobacco-related news, information and conversations. The health care provider initiative continues to expand each year since launching in 2014. In FY22-23, the BTFF will diversify statewide partnerships including university health centers and social service groups. Lastly, the Golin team produced a video featuring a Black male who wants to quit tobacco that focuses on the importance of barbershops in the Black community. This initiative will feature a filmed panel discussion, as well as earned media and social support.

Food and Drug Administration (FDA) Proposed Menthol Ban

Joelle Lester, Public Health Law Center

This presentation provided an overview of FDA's proposed menthol regulation. Tobacco companies add menthol to commercial tobacco products to make them seem less harsh and more appealing to young people and to people who have never used tobacco products. Menthol enhances the effects of nicotine on the brain and can make tobacco products even more addictive and harder to quit. Young people, racial and ethnic minorities, LGBTQ+ people, women, people with a low income, and people with mental health conditions also are more likely to smoke menthol cigarettes than other population groups. Even though the 2009 family smoking prevention and tobacco control act banned the sale of most flavored cigarettes it exempted menthol. After more than a decade of research and pressure to remove menthol from the market no action was taken by FDA until April 2021. The proposed rule prohibits menthol as a characterizing flavor in cigarettes and prohibits all characterizing flavors in cigars.

Closing Comments/Adjourn

The meeting adjourned at 12:00 p.m. The next meeting will occur virtually on November 17, 2022.