

**Tobacco Education and Use Prevention Advisory Council (TAC)  
 Conference Call and Webinar  
 Meeting Minutes  
 February 5, 2018  
 9:00 a.m. – 3:00 p.m.**

<b>Advisory Council Member Present:</b>		
Kevin O’Flaherty	Dr. Mary Martinasek	Bill Cousins
Kimberly Allbritton	Dr. Patsy Barrington	Dr. Les Beitsch
Kimberly Berfield	Marshall Deason	Dr. Michael Good
Penny Taylor	Dr. Jay Wolfson	Dr. Celeste Philip
Dr. David Drobos	Megan Wessel	
David Dobbins	Dr. Jim Howell	

<b>Department of Health Staff Present:</b>		
Dr. Kellie O’Dare	Jana Shamburger	Robert Ostbye
Shannon Hughes	Marion Banzhaf	Brittany McNaughton
Laura Corbin	LaDarius Gammage	Georgia Sheridan
Ronald Davis	David Boyett	Chelsea Creel
Lacoadia Burkes	Tina Gardner	Tina Gardner
Lauren Porter	Kalinda Knight	Justine Gunderson

<b>Members of the Public:</b>	
Matt Jordan, American Cancer Society Action Network Inc.	Amy Weiss, Alma
Liz McCarthy, Alma	Emma Ronchetti, Levy County SWAT
Kristina Zachary, Quit Docs	Laycee Hallman, Levy County SWAT
Julie Rainey, PDA	Marilyn Leeds, FSH AHEC
David Powell, DOH Putnam	Rivers Baford III, American Heart Association
B.Bailey, Biomedical Research	Mark Landreth, American Heart Association
Jen Thompson, Golin	Amy Kerr, PDA
Melissa Howard, Golin	Jennifer Thompson, Golin
Kim Collins, Golin	Sandy White, Alma
Ian Abrams, Golin	Matthew Farrelly, RTI
Jennifer Duke, RTI	Brenda Olsen
Erik Crankshaw, RTI	Heather Youmans, ASCAN

<b>Advisory Council Member Absent:</b>
Sherri Raulerson
Dr. Ali Moradi
Peggy Johns
Kahreem Golden

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**Call to Order, Roll Call and Welcome**

Kellie O'Dare called the meeting to order at 9:45 a.m. and welcomed Council members and other attendees to the call. She too performed roll call and the meeting attendance is noted above.

**Approval of November 2017 Minutes**

Dr. Jay Wolfson made a motion to approve the meeting minutes. Penny Taylor seconded the motion and the minutes were approved as written.

**Using Evaluation Findings to Manage and Strengthen Cessation Programs  
Profession Data Analyst (PDA), Inc.**

Julie Rainey from PDA, BTFF's independent cessation evaluation vendor, presented the results of Quit Your Way cessation services and programs evaluation results. A summary of this presentation is attached to these minutes. High risk group data is missing—how to improve data collection for these populations?

**Health Equity Updates: Linking Priority Populations with Policy and Program  
Marion Banzhaf and Jana Shamburger**

Marion Banzhaf provided a full report on Health Equity activities executed by TFF to address disparities in tobacco use. This account included an exposition of the health equity roadmap draft. The finale version of the roadmap is attached to these minutes. Jana Shamburger presented two new resources to for grantees to use: county specific health equity profiles and SWAT youth photovoice curriculum. Release dates for these documents are forthcoming.

**State and Community Interventions (SCI)**

**Georgia Sheridan**

Georgia Sheridan provided a report highlighting rural disparities, current statistics and BTFF approaches to address the cycle of tobacco use in rural areas. Rural grantees Molly Clore of Wakulla county and Kristina Zachary of Levy county presented success stories for their rural county initiatives. SWAT youth, Laycee Hallman and Emma Ronchetti of Levy county also accompanied them to deliver a youth perspective on rural tobacco prevention efforts.

**Federal Updates**

**Matt Jordan, American Cancer Society Cancer Action Network, Inc.**

Matt Jordan provided updates and resolutions concerning the upcoming fiscal year budget. He also addressed two amendments that have potentially significant impacts for tobacco control.

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**Legislative Updates**

**Kevin O’Flaherty, Campaign for Tobacco Free Kids**

Kevin O’Flaherty provided the Council an account of current Florida legislation. This included a review of House bills, CRC processes and proposals. Ron Davis supplemented this report by providing the dates for all upcoming CRC hearing sessions.

**Media Updates**

**Alma, Golin**

Kim Collins of Alma provided the council updates concerning TFF’s The Facts Now events, Tobacco Free Florida Week 2018, social media campaigns and ENDS messaging and activities. The language of ENDS messaging was aligned with the constitution.

Liz McCarthy of Golin provided the creative updates and rotation schedule for the Tobacco Free Florida (TFF) media campaign. In accordance with the health equity priorities set for the 2017-2018 fiscal year (FY), media developed smoking priority populations campaigns. These visuals include real smokers in Florida, reflecting on their addiction and the reasons they want to quit. Six thirty-second visuals and four ninety-second visuals of the intended campaigns were shown. These commercials and advertisements have tentative dates of mid-March—post legislative session.

**Youth Initiatives**

**Pinellas County SWAT Chapter**

Pinellas County SWAT chapter provided a summary of their day at the capitol and dealings with decision makers when presenting tobacco use statistics and prevention efforts to them. Pinellas regional lead, Steve Sergent also provided an overview of the intricacies performed to recruit youth for trips such as these to the Council.

**Closing Comments/Adjourn**

The next Council meeting will be held via conference call Monday, May 21, 2018 at 10:00 a.m. The meeting was adjourned at 3:01 p.m.