

**Tobacco Education and Use Prevention Advisory Council (TAC)  
 Conference Call and Webinar  
 Meeting Minutes  
 August 21, 2018  
 9:00 a.m. – 3:00 p.m.**

<b>Advisory Council Member Present:</b>		
Kimberly Berfield	Dr. Mary Martinasek	William Cousins
Kimberly Allbritton	Dr. Patsy Barrington	Dr. Les Beitsch
Kevin O’Flaherty	Marshall Deason	Peggy Johns
Penny Taylor	Dr. Jay Wolfson	Kahreem Golden
Dr. David Drobos	Megan Wessel	

<b>Department of Health Staff Present:</b>		
Laura Corbin	Jana Shamburger	Robert Ostbye
Ronald Davis	Marion Banzhaf	Brittany Chatman
Lacoadia Burkes	LaDarius Gammage	Georgia Sheridan
Lauren Porter	David Boyett	Chelsea Creel
Kalinda Knight	Tina Gardner	Justine Gunderson
Teresa Mathew	John Michael Gonzales	Liz Miller
Jane Parker	Amanda Davenport	Bianca Bulengo
Sam Samlal	Bonnie Gaughan-Bailey, Biomedical Research	

<b>Members of the Public:</b>	
Matt Jordan, American Cancer Society Action Network Inc.	Amy Weiss, Alma
Andrée Aubrey, FSU College of Medicine (on behalf of Dr. Beitsch)	Barbara Richardson, UF (on behalf of Adrian Tyndall)
Liz McCarthy, Alma	Ashley Lyerly, American Lung Association
Kristina Zachary, Quit Docs	Harlan Luxenberg, PDA, Inc.
Ian Abrams, Golin	Marilyn Leeds, FSU AHEC
David Powell, DOH Putnam	Traci Bourgeois, Wakulla CHD
Walter Niles, DOH Office of Minority Health	Erik Crankshaw, RTI
Jen Thompson, Golin	Kathy Nichols, UF AHEC
Claudia Rodriguez, Alma	Brenda Olsen
Alyssa Howard, Golin	Sandy White, Alma
Mark Landreth, American Heart Association	

<b>Advisory Council Member Absent:</b>
Sherri Raulerson
Dr. Ali Moradi
David Dobbins
James Howell

**Tobacco Education and Use Prevention Advisory Council (TAC)**  
**Conference Call and Webinar**  
**Meeting Minutes**  
**August 21, 2018**  
**9:00 a.m. – 3:00 p.m.**

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

Les Beitsch called the meeting to order at 9:05 a.m. and welcomed Council members and other attendees to the call. Lacoadia Burkes performed roll call and the meeting attendance is noted above.

**Approval of May 2018 Minutes**

Penny Taylor made a motion to approve the meeting minutes. Kevin O’Flaherty seconded the motion and the minutes were approved with minor edits.

**Public Health Research: Biomedical Research Grants**

**Bonnie Gaughan-Bailey**

Bonnie Gaughan-Bailey provided an overview of the research grant program. She discussed the monetary allotments and which research areas are supported by these grants. She also provided data to show what types of grants are awarded.

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

Jana Shamburger provided a report on Health Equity activities executed by TFF to address disparities in tobacco use. Marion Banzhaf provided a report on all external partnerships the Bureau has created to assist in addressing disparities. Jana Shamburger also discussed collaborative efforts with the youth component including Photovoice updates and the reinstatement of the Health Equity and Health Literacy Certification.

**Cessation Services and Systems Change with AHEC Behavioral Health Partners**

**Andrée Aubrey and Jane Parker**

Andrée Aubrey provided a full report on the Behavioral Health Program scheduled to launch in January 2019. This account included a breakdown of the requirements for partnership as well as a detailed description of services to be offered. She also shared two posters for the Behavioral Health Sites.

**Independent Evaluation Results**

**Erik Crankshaw, RTI International**

Erik Crankshaw provided a full report on the findings from the 2017 Independent Evaluation of the Bureau of Tobacco Free Florida. This account included the various trends in tobacco use, tobacco sales, awareness of statewide media campaigns, state and community interventions, and cessation-related behaviors. He also provided information on emerging issues of JUUL (e-cigarette) among Florida youth and recommendations for the Bureau to address the issues covered in the presentation.

**Tobacco Education and Use Prevention Advisory Council (TAC)**  
**Conference Call and Webinar**  
**Meeting Minutes**  
**August 21, 2018**  
**9:00 a.m. – 3:00 p.m.**

**Subcommittee Reports**

Surveillance –

- The subcommittee discussed rural vs. non-rural youth data trends as a follow-up from the February face to face meeting.
- The subcommittee provided updates on the review of the Florida Youth Surveys. None have an Adverse Childhood Experience (ACE) module.
  - The subcommittee would like TAC to make a formal request to the Department of Children and Families (DCF) to add ACE questions to the Florida Youth Substance Abuse Survey
  - Penny Taylor informed members on the general process for adding new questions. DCF requires new questions are sent, validation data, and recommendations for existing questions to be removed.
- Members discussed the need to ensure that JUUL is described in these surveys in a way that makes clear it is an ENDS (electronic nicotine delivery systems) product.

Policy –

- The subcommittee discussed the ENDS fact sheet that was proposed to be drafted by the TAC and sent to Legislature.
- Matt Jordan provided updates on the partners' efforts to advocate for Amendment Nine.
- A motion to move Kimberly Berfield from Vice-Chair to Chair was made by Marshall Deason and Kevin O'Flaherty seconded. Kevin was nominated to fill the Vice-Chair position by Kimberly Berfield and Marshall seconded.
- The subcommittee discussed the Tobacco Retail Licensing pilot program. Ron Davis provided details regarding the counties participating and any issues that counties have encountered or foresee in the future.

Health Communications –

- LaDarius Gammage provided updates on the statewide meeting planning, regional meeting planning and ways to celebrate SWAT's 20<sup>th</sup> anniversary with the media materials ALMA/GOLIN have provided for them.
- The subcommittee discussed the Walgreens pilot program based in Florida that removes tobacco from select stores and replaces those products with cessation items.
- Ian Abrams informed the group that M.A.D. Skills, developed for SWAT as an element of sustainability, has been picked up and recognized by the American Public Health Association.

**Tobacco Education and Use Prevention Advisory Council (TAC)**  
**Conference Call and Webinar**  
**Meeting Minutes**  
**August 21, 2018**  
**9:00 a.m. – 3:00 p.m.**

- Alma/Golin provided updates on new creative media that focuses on areas such as JUULs, Hookah, and ENDS.
- The subcommittee also discussed the funding of youth initiatives.

**Media Updates**

**Alma, Golin**

Claudia Rodriguez of Alma provided updates on the Cessation Campaign. This account included updates on the TV spots that will be running through 2019, support for disparate populations who use tobacco, and the Smoker Store video. She provided updates to the revamp of TheFactsNow.com.

Jennifer Thompson of Golin provided updates on the Tobacco is No Joke TV campaign and a social media campaign that will address ENDS scheduled to launch in Fall of 2018. She too provided updates on the support for the SWAT in the form of the Not a Lab Rat campaign and accolades that have been received for media materials.

**Youth Updates**

**LaDarius Gammage**

LaDarius Gammage provided updates on the youth activities. This account included details on the newly elected Youth Advocacy Board members, progress with the Photo Voice Project, and the Not a Lab Rat ENDS initiative. He too provided updates on the Statewide Meeting which will take place in June of 2019.

**Closing Comments/Adjourn**

The next Council meeting will be held via conference call Monday, November 5, 2018 at 10:00 a.m. The meeting was adjourned at 3:01 p.m.