

Tobacco Education and Use Prevention Advisory Council
4052 Bald Cypress Way, Room 301, Tallahassee, Florida
Meeting Minutes
January 26, 2015

Advisory Council Members Present:

Les Beitsch, MD, JD	Phillip Marty, PhD
Kimberly Berfield	Kahreem Golden
Ralph DeVitto	Michael Good, MD
Marshall Deason, Esq.	Kevin O'Flaherty
Jim Howell, MD	Sherrie Raulerson
Dave Drobos, PhD	Penny Taylor

Advisory Council Members Absent:

Janet Connors	Ali Moradi
William Long	

Department of Health – Management Present:

Celeste Philip, MD, Deputy Secretary for Health	Shannon Hughes, Interim Director Division of Community Health Promotion
Gregg Smith, Acting Bureau Chief Tobacco Free Florida	

Department of Health Staff Present:

Kalinda Knight	Sam Samlal	Angela Forte
Erin Singerman	Ron Davis	Alysson Bradley
Elisia Norton	Lacoadia Burkes	Vincent Irving
Lauren Porter	Jane Parker	Dekywan Debose
Meredith Hennon	Kelly Martin	Rahel Dawit
David Garison	David Boyett	Jennifer Elmore
Laura Corbin	Jennifer Harris	Sharron Hobbs

Others Present:

Brenda Olsen (American Lung Association)	Heather Youmans, Stephanie Leeds (American Cancer Society Cancer Action Network)
Liz McCarthy, Ryan Feller, Kim Collins, Sandy White, Soraya Guillaume, Naylet Aguayo (Alma/OMD/Golin)	Brittany McNaughten, Gary White (Hillsborough County Anti Drug Alliance)
Janet Kile, Mikki Prater (Oak Ridge Associated Universities)	Andree Aubrey (Florida State University College of Medicine)
Kathy Nichols (University of Florida Area Health Education Center)	Kristina Zachry (Quit Doc)
Marilyn Leeds (Florida State University)	Jalisa Bellamy, Jessica Young (Washington County SWAT)
Mike Moreno (Civic Communications)	

Welcome, Introductions, and Meeting Minutes

Meeting called to order at 9:05 a.m. by Dr. Celeste Philip. Dr. Philip welcomed all to the meeting and each Tobacco Education and Use Prevention Advisory Council (TAC) member and meeting attendee introduced themselves. Kevin O'Flaherty indicated that he was in attendance on the November 17, 2014 TAC conference call, but it was not noted in the minutes. Ralph DeVitto motioned for approval of the minutes, pending the change, and Dr. Jim Howell seconded the motion.

Request for Applications (RFA) Scoring Process

Sam Samlal provided details of the Bureau of Tobacco Free Florida's (BTFF) RFA timeline. Janet Kile discussed the process through which Oak Ridge Associated Universities (ORAU) evaluated the submitted applications. Sam Samlal presented the list of scores to the Council for review. Shannon Hughes proposed funding the top scoring application in each county and any application scoring below 513 points (75%) will be provisionally awarded with an improvement plan to be developed prior to contract execution. Ralph DeVitto made the motion to give BTFF the discretion to fund the top scoring application in each county with the requirement that they report back to the Council with the progress of the counties scoring below the 75% threshold. Marshall Deason seconded the motion. There was no further discussion, the motion was approved.

Public Records and Government in the Sunshine

The Public Records and Government in the Sunshine pre-recorded presentation was shown. Alysson Bradley was available for questions and comments.

Disposition: The presentation handouts will be distributed via email.

E-cigarette Discussion

Alysson Bradley was present to review and discuss the Office of the General Counsel's (OGC) position on work to be done in the area of e-cigarettes and spending tobacco settlement dollars on activities addressing e-cigarettes. There was a discussion regarding case law, tobacco derivatives, and the constitutional amendment. Dr. Philip asked Marshall Deason to submit information he had on the law relating to e-cigarettes to OGC. Dr. Jim Howell recommended that DOH follow CDC's recommendations when addressing e-cigarettes as part of BTFF work. Dr. Michael Good seconded the motion. There was further discussion about the statute and following CDC's Best Practices. The motion was approved.

Disposition: Section 381.84, Florida Statutes, will be distributed via email.
OGC will further review the issue based on the Council's discussion.

Subcommittee Reports

Surveillance – Dr. Jim Howell

- BTFF plans to target interventions to mental health and lesbian, gay, bisexual, and transgender (LGBT) populations through the monies awarded from the CDC Funding Opportunity Announcement (FOA).

- BTFF has done a great deal to increase e-cigarette surveillance – questions have been included on the Florida Youth Tobacco Survey since 2011 and 20 additional questions were added in 2014, there are several publications in process, and a question about e-cigarettes has been added to the Behavioral Risk Factor Surveillance System (BRFSS).
- Work with universities to do observational studies (through focus groups or interviews) of characteristics especially related to e-cigarettes and hookah use that are not captured through the large scale surveys.
- BTFF is in the process of negotiating new contracts with RTI International and Professional Data Analysts, Inc. (PDA) for evaluation services.
- The Surveillance subcommittee recommends increasing the surveillance and evaluation allocation of annual tobacco control program funds to the CDC Best Practices recommended allotment of 10% of the overall budget.

Policy – Ralph DeVitto

- Tobacco tax update – legislation has been drafted in both chambers to include a \$1.00 increase in the cigarette tax, but there are no bill sponsors yet.
- There are nine local ordinances at the city and county level affecting e-cigarette use in Florida.
- The Policy subcommittee recommends term limits for subcommittee chairs – subcommittee chairs serve no more than two consecutive years.

Health Communications – Dr. Michael Good

- Youth update – presentation at National Youth Coordinator conference about Kick Butts Day, two Sarasota County youth placed first and second in a Tobacco Free Kids video competition, and three Washington County youth were accepted into a leadership program sponsored by Legacy.
- The Health Communications subcommittee received a media update Alma, OMD, and Golin.

Tobacco Free Florida Media Update

Liz McCarthy and Kim Collins provided a Tobacco Free Florida (TFF) media update. Their presentation included a cessation update, prevention update, health care provider update, and public relations and social media update.

2015-2020 Strategic Plan Draft Discussion

Gregg Smith provided the Council with a draft of the 2015-2020 Strategic Plan. A brief discussion of the most current draft took place and several questions were answered. Council members will have a few weeks to submit changes and edits before a conference call is scheduled to discuss final changes and edits.

Disposition: A Doodle poll will be sent to determine availability for a discussion about the 2015-2020 Strategic Plan.

The meeting was adjourned at 2:50 p.m.