

**Tobacco Education and Use Prevention Advisory Council  
4052 Bald Cypress Way, Room 301, Tallahassee, Florida  
Meeting Minutes  
February 21, 2014**

**Advisory Council Members Present:**

Les Beitsch, M.D., J.D.	William Long, M.S.M.
Kimberly Berfield via conference call	Anne Maynard (for Phillip Marty, Ph.D.)
Marshall Deason, Esq.	Fonda McGowan, M.S.
Ralph DeVitto	Kevin O'Flaherty
David Drobos, Ph.D.	Penny Taylor, B.S., C.P.P.
James Howell, M.D., M.P.H.	Mae Waters, Ph.D., C.H.E.S.

**Advisory Council Members Absent:**

Janet Connors, R.N., C.D.E.	Sherrie Raulerson
Michael Good, M.D.	Wayne "Chip" Withers
Ali Moradi, M.D., M.P.H.	Phillip Marty, Ph.D.

**Department of Health – Management Present:**

Dr. Celeste Philip, Deputy Secretary for Health	Shannon Hughes, Bureau Chief, Tobacco Free Florida
---	--

**Department of Health Staff Present:**

David Powell	Robbie Leggett	Dave Garison
Kelly Martin	Lauren Porter	Kalinda Knight
Erin Singerman	Donna Williams	Elisia Norton
Abby Holmes	Meredith Hennon	Ali Bradley
Ron Davis	Gregg Smith	Jane Parker

**Others Present:**

Magi Linscott, Melissa Boyles (SWAT YAB)	Julie Rainey, Lija Greenseid via phone (PDA)
Sandy White, Angela Battistini, David Weisfelt, Liz McCarthy, Kim Collins, Ian Abrams (AlmaDDB/OMD/GolinHarris)	Heather Youmans, Stephanie Leeds (ACS CAN)
Kathy Nichols, Barbara Richardson (University of Florida AHEC)	Brenda Olsen (American Lung Association)
Andree Aubrey (FSU COM AHEC)	Kristina Zachry (QuitDoc)
Steven Soloman (AHEC)	Michelle L. Gaines (DOE)
Sarah Ray, Erik Crankshaw, Matthew Farrelly, Jen Duke (RTI)	

## **Welcome, Introductions, and Meeting Minutes**

**Dr. Celeste Philip,  
Deputy Secretary for Health**

Meeting called to order at 9:15 AM by Dr. Philip. Dr. Philip welcomed all to the meeting and each TAC member introduced themselves. Meeting minutes from the November 1, 2013 conference call were approved as written.

## **New CDC Best Practices, 2014**

**Shannon Hughes,  
Bureau of Tobacco Free Florida**

Shannon Hughes alerted everyone present to the release of the newly updated CDC Best Practices. Each TAC member received 6 fact sheets with highlights from Best Practices.

## **Surveillance and Evaluation Highlights and Discussion**

**Julie Rainey,  
Professional Data Analysts  
(PDA); Lija Greenseid, PDA;  
Erik Crankshaw, Research  
Triangle Institute (RTI);  
Jennifer Duke, RTI**

Julie Rainey and Lija Greenseid presented evaluation results from Fiscal Year 2013. Their presentation focused on direct cessation programs including Quitline, Web Coach, and AHEC. They provided recommendations for the Bureau for the upcoming Fiscal Year and discussed implications of the newly updated CDC Best Practices on cessation and opportunities for cost sharing and referrals.

Jennifer Duke presented results from the evaluation of the TFF Media Campaign. She used the recently updated CDC Best Practices to frame her presentation and discussed media campaign exposure and ad awareness among adults and youth, e-cigarette advertising, the reach of social media, and media recommendations.

Erik Crankshaw presented the results of RTI's overall evaluation of BTFF. He discussed trends in key outcome indicators, tobacco industry monitoring, e-cigarettes, cessation interventions, community grantee activities, recommendations from 2014 CDC Best Practices, and RTI's overall findings and program recommendations.

## **Subcommittee Reports**

*Surveillance – Jim Howell, Chairman*

- AHECs are moving towards systems change.
- A timeline for the strategic plan was discussed.
- 2013 FYTS data was presented and discussed.
- An update was provided on new e-cigarette questions that are being included on the 2014 FYTS.

*Policy – Ralph DeVitto, Chairman*

- E-cigarette legislation is moving quickly but is inconsistent with the recommendation put forth by the TAC.
- Tri-agencies plan to pursue a \$1.00/pack tax increase in 2015.

- Policy subcommittee wishes to commend the State Surgeon General for his recognition of CVS.
- Ralph DeVitto made the motion that the TAC put together a letter to the CEO of CVS recognizing CVS for their decision to stop selling tobacco products. There was no further discussion and the motion passed.

*Health Communications – Penny Taylor, for Janet Connors, Chairwoman*

- Health Communications discussed CVS and applauding those who do good things.
- Youth are celebrating CVS with posters.
- A discussion of the “Not A Replacement” campaign and what youth are currently doing in this area.

***Tobacco Free Florida (TFF) Media Update***

Liz McCarthy, Kim Collins, and Ian Abrams provided an update on the Tobacco Free Florida media campaign. They discussed public relations related to the Great American Smokeout and Quit Season, social media including Twitter strategies, message maps of key issues (e-cigarettes and TFF program overall), a Policy Objectives Resources and Tools (PORT) recap and next steps, and creative updates for Quit Season, cessation, SWAT, and prevention.

There was continued discussion of the morning’s evaluation presentations, the strategic planning timeline, statewide coalition, and introduction of new staff and change in roles for staff in the Bureau.

Shannon Hughes reminded TAC members that the next meeting would be a conference call on May 23, 2014 where there will be an update on the strategic planning timeline.

The meeting was adjourned at 2:50 PM.