

**Tobacco Education and Use Prevention Advisory Council
4052 Bald Cypress Way, Room 301, Tallahassee, Florida
Meeting Minutes
February 22, 2016**

Advisory Council Members Present:

William Cousins	Les Beitsch
Phillip Marty	Peggy Johns
Penny Taylor	Patsy Barrington
Kahreem Golden (via telephone)	David Drobos (via telephone)
Kevin O'Flaherty	Kimberly Berfield
Jim Howell	Marshall Deason
Ralph DeVitto	Michael Good (via telephone)
Mary Martinasek	Karen Martin, Stacey Gagosian for David Dobbins (via telephone)

Advisory Council Members Absent:

Ali Moradi	Sherrie Raulerson
Theresa Graham	

Department of Health – Management Present:

Celeste Philip, Deputy Secretary for Health	Valerie Lacy, Bureau Chief, Tobacco Free Florida
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Department of Health Staff Present:

Jane Parker	Angela Forte
Sam Samlal	Donna Solovan-Gleason
Marion Banzhaf	David Boyett
Coadi Burkes	Kevin Bist
Kelly Martin	Meredith Hennon
Jennifer Elmore	David Garison
Ron Davis	Gregg Smith

Others Present:

Marilyn Leeds, Kathy Nichols, Andree Aubrey; AHEC	Victoria Galvan, Capree Simons, Mykenzie Robertson; SWAT
Brenda Olsen; American Lung Association	Kristina Zachry; QuitDoc
Kim Collins, Jen Thompson, Liz McCarthy, Ryan Feller, David Weisfelner; Golin/Alma/OMD	Chris Turner; American Cancer Society Cancer Action Network
Gary White, Elizabeth Bublitz; Hillsborough County Anti-Drug Alliance	

Welcome, Introductions, and Meeting Minutes

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

Meeting called to order at 9:02 AM by Dr. Philip who welcomed all to the meeting. All Council members and meeting attendees introduced themselves. It was requested that a representative from the Department of Business and Professional Regulation (DBPR) be invited to attend future meetings. Meeting minutes from the November 16, 2015 conference call were approved as written.

Disposition: There will be an update on the Agency for Health Care Administration (AHCA) collaboration during the May conference call.

State of Bureau of Tobacco Free Florida (BTFF)

Valerie Lacy

Valerie Lacy provided an analysis of the Fiscal Year 2014-2015 Bureau of Tobacco Free Florida Annual Report. In addition to a representative from DBPR, it was suggested that someone from the Department of Children and Families (DCF) be invited to attend future meetings especially if the substance abuse and mental health populations continue to be a focus of the Council and BTFF. A discussion regarding the use of social media to reach tobacco-using populations ensued.

Shands-UF Systems Change – Tobacco Form

Dr. Michael Good

Dr. Michael Good updated the council on health care provider referrals to the TFF cessation services through Electronic Health Records (EHR) at the University of Florida Health System. Currently, the referral is auto-faxed to the UF Area Health Education Center (AHEC) who will complete the referral whether it be to an in-person class, Quitline, or Web Coach. They are working to make the referral completely electronic with no need for triage by AHEC staff.

Unifying Youth Efforts around the State

**Mykenzie Robertson,
Victoria Galvan**

Victoria Galvan and Mykenzie Robertson, Students Working Against Tobacco (SWAT) Youth Advocacy Board (YAB) Chair and Co-Chair, provided an update on the youth efforts taking place around Florida. Ralph DeVitto encouraged integration of Florida's youth into efforts at the local level among American Cancer Society, American Lung Association, and American Heart Association. A discussion about pursuing ordinances related to electronic nicotine delivery systems (ENDS) at the local level took place.

Tobacco Use in Mental Health and Low Socioeconomic Status (SES) Populations

Meredith Hennon

Meredith Hennon provided the Council with prevalence information of mental health and low SES populations in Florida that was requested at the last meeting. Ralph DeVitto requested the Bureau find out what percent of the total adult smoking population in Florida is made up of mental health, substance abuse, or low SES individuals. A discussion on how to reach these populations took place.

Point of Sale – Why it Matters

Dave Garison

At the request of the Council, Dave Garison provided an overview of the Point of Sale (POS) policy area, what is being done at the state and local levels in this area, and why this is an important area to work in. A discussion regarding the role DBPR may play in this policy area ensued.

Subcommittee Reports

Surveillance – Dr. Jim Howell

- Dr. Mary Martinasek was elected chair of the subcommittee.
- The subcommittee reviewed a proposed survey of the Florida lesbian, gay, bisexual, and transgender population to gather data on tobacco use attitudes and behaviors and recommended that the survey be pilot tested.
- The subcommittee reviewed and discussed the recently released TFF Cessation Evaluation Synthesis Report and would like to have a conference call with Professional Data Analysts, Inc. and the BTFF cessation team to further discuss. The report will be distributed to the Council via email.

Health Communications – Penny Taylor

- Dr. Patsy Barrington was elected chair of the subcommittee.
- The BTFF marketing coordinator position has been filled and the BTFF media team will also receive fiscal support from a new BTFF contract liaison staff member.
- The TFF social marketing campaign will be receiving international visibility – CDC selected TFF to be a case study in the upcoming *Best Practices Guide for Health Communication*.
- The subcommittee recommended the Bureau explore options for holding a statewide summit for SWAT youth.

Policy – Dr. Les Beitsch

- The December 2015 Tobacco summit was recapped for members that were not able to attend.
- The subcommittee discussed events taking place in the current legislative session including the cigarette surcharge and several other bills.
- The Constitutional Revision Commission and having influential tobacco control advocates on this group was discussed. The subcommittee recommended that the State Surgeon General make a recommendation to the Governor on potential members for inclusion on this commission. The subcommittee will meet prior to the next scheduled TAC meeting to further discuss this topic.

ENDS Updates

Jennifer Elmore

Jennifer Elmore provided the Council with an update on activities BTFF has been doing related to ENDS and a preview of planned activities. Discussions about engaging health professionals, harm reduction, and marketing campaigns took place.

TFF Media Update

Alma DDB

Alma DDB provided an update on the TFF media campaign and upcoming media and marketing activities that are planned.

Kevin O'Flaherty and Ralph DeVitto used the remaining meeting time to provide a recap of the December Tobacco Summit.

Final disposition:

- Two evaluation reports will be distributed electronically (sent 3/9/2016).
- The next meeting will include an update on the Department strategic plan and priority areas that may affect the TAC.
- BTFF will explore how ENDS-related ordinances can be brought to the forefront of local policy work.

The next meeting will be a conference call on Tuesday, May 24, 2016 at 10:00 AM.

The meeting was adjourned at 2:58 PM.