

Tobacco Education and Use Prevention Advisory Council
Conference Call/Webinar
Meeting Minutes
May 10, 2013
10:00 a.m. - 12:00 p.m.

Dr. Dennis Cookro opened the meeting, serving as Chairman, as requested by Dr. Armstrong, who had a last minute conflict.

Roll call was taken and the meeting minutes from the February face-to-face meeting were approved.

Announcement of YAYA winner – Shannon Hughes

Magi Linscott, Santa Rosa County high school student and Student Working Against Tobacco (SWAT) youth advocate, won the Campaign for Tobacco Free Kids Southern Region Youth Advocate of the Year award (YAYA). The Youth Advocates of the Year awards honor young activists across the country who fight to protect their peers from tobacco use through public education efforts, student-to-student training, and outreach. They are recognized for promoting tobacco prevention legislation in their home states and reducing tobacco marketing in their communities.

Candy Flavored Tobacco – Shannon Hughes and Erin Singerman

Erin Singerman presented a webinar on Candy Flavored Tobacco (CFT).

Shannon Hughes then framed the issue: In what direction should the county tobacco programs, the Bureau, and the TAC members go to restrict the sale and access to candy flavored tobacco?

Ralph DeVitto requested a list of who supported legislation restricting CFT and urged members to consider a condition of sale similar to New York and restriction on retail cost (making it more expensive for youth to purchase). Ralph urged members and staff to think what will have the biggest impact, what kind of litigation can be created to work against us, and support of state advocacy players. Council members may be able to show a united front to Legislators and a bill possibly may be created to restrict the sale of CFT.

Andy Cuddihy (American Lung Association) pointed out that he recently had an ordinance fail because commissioners thought the resolution was more of an enforcement issue – as teens are not old enough to purchase the CFT so someone else purchases it for them or they find retailers willing to sell the CFT to them.

Ron Davis said that each county/commission/city can do their own ordinances but it has to be written with the correct verbiage; and noted that he can provide the appropriate language to counties wanting to propose an ordinance.

Dr. Cookro suggested a restriction on the pack size; no longer making them available for purchase in small packs (usually CFT can be purchased individually for under a dollar)

Kirk Voelker – support needs to start with the Surgeon General with assistance and guidance from the TAC member to present to Legislators.

Ralph DeVitto – would like to see the policy subcommittee to pull this together and see how to make legislation changes.

Statewide Coalition/Partnership – Shannon Hughes/Sara O’Leary with CDC

Gregg Smith is the Bureau manager for the CDC grant; Sara O’Leary is the Project Officer for the CDC grant.

Comments included:

Tobacco Education and Use Prevention Advisory Council
Conference Call/Webinar
Meeting Minutes
May 10, 2013
10:00 a.m. - 12:00 p.m.

- Opportunity to bring together grantees and other community members to provide education and linkage with other groups (faith based groups, county/community individuals who work to promote and educate about tobacco prevention).
- Sarah Cawthon with DOH Diabetes briefly explained the Diabetes Alliance/Advisory Council, how they work and their roles.
- Other comments from TAC members indicated confusion about how this would benefit Tobacco, seemed like more bureaucracy, concerns over funding for a new council, who would head and provide the lead on meetings, trainings, and simple direction for new council.
- Several members were supportive and thought it would be good way for grantees and community activists to work together.
- Les Beisch suggested that a Coalition that integrates all “diseases” instead of multiple alliances for Tobacco, Diabetes, etc.

Shannon Hughes suggested that we gather more information from the CDC, examples from other states that have an alliance in place already and then present it for the August meeting. Members agreed that this was a good idea.

Legislation Update – Ralph DeVitto

The House and Senate passed \$65.6 million in funding for the Tobacco Free Florida program; it is now waiting for Governor approval.

Media Update – Donna Williams/Kim Collins/ Golin Harris/ALMA/OMD

The TFF week “High Five” initiative was reviewed. There were multiple photo ops with the Surgeon General, Shannon Hughes, BTFF staff and general public with handwritten messages of why they quit or why they were tobacco free.

Harm Reduction – Danny McGoldrick

Large cigarette companies are getting into smokeless tobacco – presenting to the public that smokeless tobacco is a good alternative to smoking. Members would like to see the FDA provide evidence on how the product may be less harmful than smoking tobacco and to control how it is marketed. Many companies are sidestepping the FDA regulation and avoiding the fees associated with filing for smokeless tobacco licenses.

TAC Meeting – Shannon Hughes

Will send out a poll of dates to see what works best for everyone.

Dr. Cookro thanked everyone for attending the conference call and the meeting was adjourned.

Tobacco Education and Use Prevention Advisory Council
 Conference Call/Webinar
 Meeting Minutes
 May 10, 2013
 10:00 a.m. - 12:00 p.m.

Members in attendance:

Last Name	First Name	Title	Affiliation
Cookro, M.D.	Dennis	Deputy Secretary for Health (for Dr. John Armstrong, Surgeon General, Council Chairman)	Florida Department of Health
Marty, PhD.	Philip	Associate Vice President	University of South Florida Health
Taylor	Penny	Director, Office of Healthy Schools	Florida Department of Education
DeVitto	Ralph A.	Chief Operating Officer	American Cancer Society, Florida Division Inc.
Beitsch	Les	Associate Dean for Health Affairs	Florida State University College of Medicine, Office of the Dean
Howell MD, MPH	James	Dean, Nova Southeastern College of Osteopathic Medicine	Nova Southeastern University
McGoldrick	Danny	Vice President of Research	Campaign for Tobacco-Free Kids
Drobes, Ph.D.	David	Associate Director	Moffitt Cancer Center
Long	William	Director	Jackson County Health Department
Connors, RN, CDE	Janet	Diabetes Education Clinical Coordinator	Daytona Beach VA Outpatient Clinic
Voelker, M.D.	Kirk		Quit Docs
Waters, PhD, CHES	Mae	FSU Researcher	Florida State University

Tobacco Education and Use Prevention Advisory Council
 Conference Call/Webinar
 Meeting Minutes
 May 10, 2013
 10:00 a.m. - 12:00 p.m.

Withers	Wayne	President	Withers Transportation Systems
Cuddihy (For Marshall Deason)	Andy		American Lung Association

Staff in attendance:

Haley Allen	Kalinda Pyles
Kelly Martin	Laura Corbin
Erin Singerman	Coadi Burkes
Donna Williams	Ron Davis
Jennifer Harris	Gregg Smith
Shannon Hughes	
Sarah Cawthon (Bureau of Chronic Disease Prevention)	
Karen Peterson (ACS)	
Heather Wildermuth (ACS)	
Kim Collins (Golin Harris)	

Minutes submitted by:
 Haley Allen
 Shannon Hughes