

Tobacco Education and Use Prevention Advisory Council  
 Conference Call  
 Meeting Minutes  
 May 19, 2015  
 10:00 a.m. - 12:00 p.m.

**Advisory Council Members present**

Les Beitsch	Kahreem Golden	William Long	Penny Taylor
Marshall Deason	Michael Good	Phillip Marty	
Ralph DeVitto	Jim Howell	Kevin O'Flaherty	
David Drobos	Peggy Johns	Celeste Philip	

**Advisory Council Members absent**

Kim Berfield	Ali Moradi	Sherrie Raulerson	
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Dr. Celeste Philip, chairing the meeting on behalf of Dr. John Armstrong, called the meeting to order at 10:02 a.m. and welcomed all to the call. Shannon Hughes did the roll call, meeting attendance is noted above.

Marshall Deason had an addition for the January 26, 2015 meeting minutes regarding tobacco funding being used for work on e-cigarettes. At the January meeting Dr. Philip asked Mr. Deason to submit to the General Counsel information he had on the law relating to e-cigarettes. The General Counsel's office was to provide a written justification for their position on e-cigarette work to the Tobacco Advisory Council (TAC). He requested that the letter he submitted be circulated to the other members of the Council.

Dr. Philip provided an update on leadership changes within the Department of Health (DOH) and the General Counsel's office and several discussions related to addressing e-cigarettes as part of the Bureau of Tobacco Free Florida's (BTFF) work. More information related to this topic will be distributed before the start of the new fiscal year.

Ralph DeVitto motioned for approval of the minutes, pending the changes to the "E-cigarette discussion" section, and William Long seconded the motion. There was no further discussion, the motion was approved.

Disposition: Meredith Hennon will amend the January 26, 2015 minutes and redistribute them to the Council. Marshall Deason's letter to the General Counsel will be distributed by email.

***Awarding of Research Grants***

Sarah Hofmeister, from the Public Health Research section, gave an overview of two funding programs within DOH – James and Esther King Biomedical Research Program and Bankhead-Coley Cancer Research Program. All applications are peer-reviewed and require a letter of support from BTFF. She provided a brief synopsis of each of the grants funded. There was a discussion about the presentation, applications, funding, and unmet needs for research funding in Florida.

Disposition: Biomedical Research Advisory Council (BRAC) Strategic Goals and Tactics and FY2014/15 Funding Opportunity Announcement Applications by Research Priority will be distributed by email.

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***Fiscal Year 15-16 Evaluation Plan***

Erik Crankshaw, from RTI International, provided an overview of the upcoming fiscal year's evaluation plan and an update on the restructuring of their contract from previous years and an enhanced Florida Adult Tobacco Survey (FLATS). Carol Schmitt, also from RTI International, provided a status update of the upcoming State and Community Interventions evaluation and evaluation questions provided by BTFF staff.

***Media update: THE FACTS NOW***

Sorraya Guillaume, from Alma DDB, and Naylet Aguayo, from Golin, provided an overview and update on The Facts Now prevention campaign, shared a video on the campaign, and a recap of what the media team learned this quarter. There was a discussion on impression measurement, specific strategies for harder to reach populations, and long-term goals.

Disposition: The link to the video and presentation slides will be shared with the Council.

***2015-2020 Strategic Plan***

Gregg Smith, from BTFF, provided the Council with a status update of the 2015-2020 Strategic Planning noting that all comments were considered and changes were made to the plan. The draft will be distributed again with an accompanying narrative of all the major changes. Upon the plan's approval from the Council, BTFF and partners will move forward with developing the action plan.

The next face-to-face TAC meeting is scheduled for August 27, 2015.

The meeting was adjourned at 11:40 a.m.