

**Tobacco Education and Use Prevention Advisory Council  
4052 Bald Cypress Way, Room 301, Tallahassee, Florida  
Meeting Minutes  
August 12, 2013**

**Advisory Council Members Present:**

Les Beitsch, M.D., J.D.	William Long, M.S.M.
Janet Connors, R.N., C.D.E.	Phillip Marty, Ph.D.
Marshall Deason, Esq.	Daniel McGoldrick, M.A.
Ralph DeVitto	Fonda McGowan, M.S.
David Drobos, Ph.D.	Sherrie Raulerson
Michael Good, M.D. via video conference	Penny Taylor, B.S., C.P.P.
James Howell, M.D., M.P.H.	Mae Waters, Ph.D., C.H.E.S. via conference call

**Advisory Council Members Absent:**

Kimberly Berfield	Ali Moradi, M.D., M.P.H.
Wayne "Chip" Withers	

**Department of Health – Management Present:**

John H. Armstrong, MD, FACS, State Surgeon General via video conference	Shannon Hughes, Bureau Chief, Tobacco Free Florida
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**Department of Health Staff Present:**

Meredith Hennon	Lauren Porter	M.R. Street
Dave Garison	Lacodia Burkes	Teresa Williams
Jennifer Harris	Sam Samlal	Andrew Romero
Laura Corbin	Gregg Smith	Nathan Dunn
Ron Davis	Kelly Martin	Ron Metcalf
Donna Williams	Haley Allen	Steven Pokorny
David Powell	Kalinda Pyles	Marilyn Headly
Jane Parker	Sonja Bradwell	Victoria Hunter
Steve Radford	Robbie Leggett	Pamela McDaniel

**Others Present:**

Kahreem Golden, Matthew Goodson, Ansley Pentz, Melissa Boyles, Magi Linscott (SWAT)	André Aubrey (FSU COM AHEC)
Tom Hyle, Mike Licquik (The Florida Channel)	Kirk Voelker, Kristina Zachry (QuitDoc)
Karen Peterson, Heather Wildermuth (American Cancer Society)	Kevin O'Flaherty (Campaign for Tobacco Free Kids)
Angie Battisini, Kim Collins, Liz McCarthy, Luis Miguel Messianu, Brian Tuchalski (AlmaDDB/GolinHarris)	Barbara Richardson, Kathy Nichols (University of Florida AHEC)
Brenda Olsen (American Lung Association)	Rosebud Foster (Nova Southeastern University AHEC)
Beth Labasky (COPD Foundation)	

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

**John H. Armstrong, MD,  
FACS, State Surgeon General**

Meeting called to order at 9:12 by Dr. Armstrong, who also discussed the following:

- A standard set of talking points for use by anyone committed to ending tobacco use in the state of Florida.
- The top priority of the Department of Health: the Healthiest Weight in the Nation initiative. Consider messages about prevention of weight gain with smoking cessation.
- Meeting minutes from the May 10 conference call were approved as written.

## **Employer Cessation Coverage – Employer Toolkit**

**Jennifer Harris,  
State Tobacco Policy Manager;  
Andrew Romero, Marilyn Headley, Victoria Hunter,  
Tobacco Free Alachua**

An update on the progress of a Grantee Toolkit and an Employer Toolkit, developed after feedback was gathered from grantees through conference calls and review of other toolkits.

## **Flavored Tobacco Products: a follow-up from the May conference call and Next Steps**

**Ron Davis,  
State Tobacco Policy Manager;  
Magi Linscott,  
Students Working Against Tobacco**

Ron Davis, and Magi Linscott noted local successes, current grantee activities in this policy area, showed the video “Who’s The Target?” to TAC members, and gave an overview of new support materials related to candy flavored tobacco. Dr. Armstrong asked for a set of standardized talking points to be distributed to TAC members.

Laura Corbin, Statewide Youth Advocacy Coordinator, presented Kahreem Golden and Ansley Pentz, the SWAT Statewide Chair and Vice-Chair, with recognition awards.

## **Florida System for Cancer Research and Collaboration Overview and Discussion**

**Robert Hood, Ph.D.  
Manager, Florida System of  
Cancer Research and Collaboration**

Dr. Robert Hood provided an overview of the Florida System for Cancer Research and Collaboration. The Biomedical Research Advisory Council (BRAC) is working with Dr. Armstrong to enhance collaborations between researchers. The King biomedical research trust fund specifically targets tobacco-related disease.

## **Subcommittee Reports**

**Policy – Ralph DeVitto, Chairman**

- Karen Peterson did a quick overview of tobacco tax at the federal level; legislation has been introduced to raise the tax by \$0.94. There is Senate legislation, but no House legislation.
- Non-settling manufacturers – The percentage of tobacco sales from manufacturers that were not a part of the tobacco settlement agreement has gone from 2% to 24%.
- Clean Indoor Air – Stronger local control of smoking is something the Policy subcommittee supports.
- Flavored Tobacco – Consider state law restricting tobacco sales to adult only retail establishments; provide input to the FDA by submitting evidence through organizational letters.

*Surveillance & Evaluation – Jim Howell, Chairman*

- Dr. James Howell made the motion that the Department of Health and State Surgeon General Armstrong ask DBPR to categorize the type of tobacco sold by establishments and share this with DOH. The motion was approved.
- DOH will add 'perception of harm' questions to the Florida Youth Tobacco Survey and Adult Tobacco Survey.
- Dr. Howell made the motion for TAC support for the Cancer System of Care with a generalized framework of networks integration and inclusion of prevention activities.
- State Surgeon General Armstrong will send letter to C-CRAB informing them of the Florida Clinical Trials Network and encouraging integration with the network.

*Health Communications – Penny Taylor, Chairwoman*

- Concern was expressed regarding the location of hookah establishments. County grantees will collect, by December, a definitive number of hookah establishments across the state.
- Regarding Candy Flavored Tobacco, a show of support is needed to the FDA by collecting letters of support from agencies (e.g. TAC, SWAT) and it should be combined with an initiative at the state level, such as passing a statewide restriction.
- Penny Taylor made a motion that TFF support tobacco program experts being paired with youth experts to present information (not lobbying but informing) at delegation meetings, Florida Association of Counties meetings, and League of City meetings. It was concluded that clear, concise talking points related to flavored tobacco and e-cigarettes for these presentations be developed. The motion was approved.

Janet Connors was announced as the new chair of the Health Communications subcommittee.

E-cigarettes were discussed and TFF will provide a 2-3 page paper on them.

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

Kim Collins provided an update on public relations efforts and an update on the Policy Objectives Resources & Tools (PORT) project including the different phases of PORT and the content included for each policy area. Liz McCarthy provided a media update from FY12-13.

The 50<sup>th</sup> anniversary of the US Surgeon General report on tobacco is January 2014. This is a great messaging opportunity.

***Statewide Coalition follow-up discussion***

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

Shannon Hughes facilitated a discussion on the development of a statewide tobacco coalition. Ralph DeVitto made a motion for the creation of a workgroup from the TAC to meet with Ms. Hughes to discuss details, plan the first summit to bring together all interested parties, and from there potentially present a future plan for a coalition. Chip Withers, Andréé Aubrey, Ralph DeVitto, Janet Connors, and Marshall Deason volunteered to be a part of the workgroup.

The next TAC meeting will be a conference call on November 1, 2013. A poll will be sent to TAC members to schedule all 2014 meeting dates.

Meeting was adjourned at 2:48 PM.