

**Tobacco Education and Use Prevention Advisory Council**  
**4052 Bald Cypress Way, Room 301, Tallahassee, Florida**  
**Meeting Minutes**  
**August 18, 2014**

**Advisory Council Members Present:**

Les Beitsch	Kimberly Berfield
Stephanie Leeds (for Ralph DeVitto)	Phillip Marty
Brenda Olsen (for Marshall Deason)	Kahreem Golden
Jim Howell	Michael Good
Dave Drobos via conference call	Kevin O'Flaherty
William Long	Penny Taylor

**Advisory Council Members Absent:**

Ralph DeVitto	Sherrie Raulerson
Marshall Deason	Janet Connors
Ali Moradi	

**Department of Health – Management Present:**

Celeste Philip, Deputy Secretary for Health	Shannon Hughes, Bureau Chief, Tobacco Free Florida
Betsy Wood, Director, Division of Community Health Promotion	Pat Ryder, Director, Division of Public Health Statistics and Performance Management

**Department of Health Staff Present:**

Kalinda Pyles Knight	Sam Samlal	Laura Corbin
Junwei Jiang	Gregg Smith	Ron Davis
Dongming Cui	Lacodia Burkes	David Dekevich
Lauren Porter	Sharon Watkins	Jennifer Harris
Meredith Hennon	Kelly Martin	Ajay Walia
David Garison	David Powell	

**Others Present:**

Ansley Pentz (Tobacco Prevention Network)	Heather Youmans (ACS CAN)
Luis M Messina, Ryan Feller, Ian Abrams, Larry Gordon, Kim Collins, Sandy White (Alma/OMD/GolinHarris)	Christen Gandy (FSU)
Randi Frank (CDC)	Andree Aubrey (FSU COM)
Jack Levine (4Generations)	Kristina Zachry (Quit Doc)

**Welcome, Introductions, and Meeting Minutes**

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

Meeting called to order at 9:05 AM by Dr. Philip. Dr. Philip welcomed all to the meeting and each Tobacco Education and Use Prevention Advisory Council (TAC) member introduced themselves. Meeting minutes from the May 23, 2014 conference call were approved as written.

**Metrics for TFF Success**

**Dr. Pat Ryder,  
Performance Management**

Dr. Pat Ryder, Director, Division of Public Health Statistics and Performance Management, presented on Metrics for Tobacco Free Florida Success. Her presentation highlighted current Florida health rankings, described State Health Improvement Plan (SHIP) objectives related to tobacco and 5 year trends of these indicators, as well as discussed the Agency Measure of increasing youth participation that the Bureau of Tobacco Free Florida (BTFF) reports on quarterly.

**Statewide Coalition Update**

**Meredith Hennon,  
Kelly Martin, BTFF**

Meredith Hennon and Kelly Martin provided an update on activities being conducted by the University of South Florida (USF) in the development of a statewide coalition. They queried the Council to see if they would be interested in continued updates related to this work at future meetings. Members of the Council indicated that this would be of interest to them.

**Strategic Planning Update**

**Gregg Smith,  
BTFF**

Gregg Smith provided the Council with an update on where he and Bureau staff are in the strategic planning process. A one day summit will be held in mid-September to plan and draft the BTFF 2015-2020 strategic plan. Attendees will include representatives from the TAC, Tri-Agencies, AHEC, BTFF county grantees, DOH staff, and others.

**Exposure to Electronic Cigarette Television  
Advertisements Among Youth and Young Adults**

**Lauren Porter,  
BTFF**

Lauren Porter provided an overview of an article related to electronic cigarettes and television advertising among youth and young adults that was published in the journal *Pediatrics* that she co-authored. Each TAC member received a copy of the article.

**Behavioral Risk Factor Surveillance System (BRFSS) Update**

**Junwei Jiang,  
Bureau of Epidemiology**

Junwei Jiang provided three year trends of BRFSS indicators related to tobacco use among Florida adults. The Council requested that more information related to some indicators (e.g. current smoking by binge drinking status, current smoking by depressive disorder status) be provided at a future meeting.

## **Florida Youth Tobacco Survey (FYTS) Update**

**David Dekevich,  
Bureau of Epidemiology**

David Dekevich provided the Council with the most recent FYTS data. He presented on current cigarette, cigar, and smokeless tobacco use as well as trends for middle and high school students. His presentation also included information on e-cigarette and hookah use and perceptions related to these products.

### **Subcommittee Reports**

Surveillance – Dr. Jim Howell

- At a future meeting, delve further into specific indicators (e.g. hookah, binge drinkers, and poly users – those who are using many different tobacco products).
- Pursue research and development in the area of mental health and other special populations – do literature reviews and compile best practices from other states on addressing tobacco use in these special populations.
- Encourage enforcement by Department of Business and Professional Regulation (DBPR) of the recent e-cigarette legislation – How will *age* and *placement* be enforced? What are the best ways for enforcement? How to evaluate whether products are being moved?

Policy – Dr. Les Beitsch

- Jack Levine provided an update to the group on smoking in cars and the related legislation from last session.
- Stephanie Leeds discussed what has been happening related to a tax increase on tobacco products.
- Ron Davis updated the subcommittee on the Smoke Free Multi-Unit Housing policy area and accomplishments in this area.

Health Communications – Dr. Michael Good

- Alma DDB provided the Tobacco Free Florida Media Update to the subcommittee.
- The subcommittee also discussed the possibility of TAC sponsored/owned recognition programs.

Disposition:

BTFF staff followed up with the Office of the General Counsel and were advised that because the TAC is not a legal entity, it cannot own anything and provided specific reference to section 20.052, Florida Statutes.

### **Tobacco Free Florida Prevention Campaign Reveal**

**Alma DDB**

Larry Gordon introduced the new Tobacco Free Florida prevention campaign to the Council. Mr. Gordon walked the Council through the website “The Now” and provided a timeline for the different components of the campaign to launch.

The meeting was adjourned at 3:00 PM.