

**Tobacco Education and Use Prevention Advisory Council  
4025 Esplanade Way, Room 301, Tallahassee, Florida  
Meeting Minutes  
August 19, 2016**

**Advisory Council Members Present:**

Bill Cousins	Jennifer Johnson
Kevin O'Flaherty	Marshall Deason
Peggy Johns	Phillip Marty
Kimberly Berfield	Jim Howell
Penny Taylor	Kahreem Golden
Mary Martinasek	David Drobos
Patsy Barrington	Michael Good

**Advisory Council Members Absent:**

Ali Moradi	Sherrie Raulerson
Les Beitsch	

**Department of Health – Management Present:**

Shannon Hughes, Director, Division of Community Health Promotion	Valerie Lacy, Chief, Bureau of Tobacco Free Florida
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**Department of Health Staff Present:**

Dave Powell	Elisia Norton	Dawna Johnson
Jane Parker	LaDarius Gammage	Meredith Hennon
Lacoadia Burkes	Marion Banzhaf	Kelly Martin
Kevin Frentz	Lauren Porter	Laura Corbin
Ron Davis	Jennifer Harris	Kalinda Knight

**Others Present:**

Julie Rainey, Amy Kerr; Professional Data Analysts, Inc.	Kristina Zachy; QuitDoc Foundation
Kim Collins, Jen Thompson; Golin	Brenda Olsen; American Lung Association
Heather Youmans; ACS CAN	Ryan Feller; OMD
Erik Crankshaw, Jennifer Duke, Matthew Farrelly; RTI, International	Andree Aubrey; FSU College of Medicine
Thomas Philpot, Jon Zacher; Department of Business and Professional Regulation	Marilyn Leeds; FSU AHEC
Rivers Buford, Mark Landreth; American Heart Association	Sandy White, Liz McCarthy; Alma

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

***Shannon Hughes***

Shannon Hughes called the meeting to order and welcomed everyone. All Council members and meeting attendees introduced themselves. Meeting minutes from the May 24, 2016 conference call were approved as written.

### ***Evaluation of BTFF Cessation Interventions***

***Amy Kerr, Julie Rainey, Professional Data Analysts, Inc.***

Julie Rainey and Amy Kerr presented results from the cessation evaluation of AHECs and Quitline. They discussed new cessation offerings as part of Quit Your Way and provided several recommendations to BTFF:

- BTFF should work with AHECs to increase group class size for efficiency.
- BTFF should monitor group class size, attendance rates, and successes.
- BTFF should use resources to maximize the amount of people reached.

### ***FDA Deeming Summary***

***Ralph DeVitto, Council Members***

Ralph DeVitto provided a summary of FDA deeming to the Council – a fact sheet detailing the FDA's final deeming rule on other tobacco products prepared by American Cancer Society Cancer Action Network was distributed to Council members. Kevin O'Flaherty mentioned that there are bills in Congress to strip FDA of this authority.

### ***Hookah Stats***

***LaDarius Gammage***

LaDarius Gammage presented information on the emerging issue of hookah in Florida and the United States. Dr. Mary Martinasek reminded the Council that many in the legislature are unaware that hookah contains tobacco.

### ***2015 Behavioral Risk Factor Surveillance System Update***

***Melissa Murray Jordan***

Melissa Murray Jordan provided the Council with the most recent tobacco indicators from the Behavioral Risk Factor Surveillance System (BRFSS). In 2015, 15.8% of Florida adults report current smoking and 5.8% of Florida adults report current e-cigarette use. A discussion on reaching the disabled smoker population took place.

### ***Overall Program Evaluation Results***

***Matthew Farrelly, RTI International***

Matthew Farrelly presented results from the most recent Independent Evaluation of Tobacco Free Florida. There were multiple discussions on topics including systems change, healthcare providers, use of hard hitting media, and electronic medical records.

### **Media Strategic Plan**

**Liz McCarthy, Alma**

Liz McCarthy introduced the Council to the new Quit Your Way campaign which replaces 3 Ways to Quit. Council members voiced some concerns about suspension of the Tips campaign and recommended the Health Communications subcommittee receive updates every three weeks which can be shared with the full Council, if necessary.

### **Subcommittee Reports**

Surveillance – Dr. Mary Martinasek

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Health Communications – Dr. Patsy Barrington

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Policy – Kim Berfield

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### **TFF's Strategic Plan Objectives Status Update**

**Valerie Lacy**

Valerie Lacy provided updates of work being done in different program areas to achieve goals and objectives outline in the Tobacco Free Florida strategic plan as well as the Department of Health Agency strategic plan.

### **SWAT Video/Picture Awards**

**LaDarius Gammage**

LaDarius Gammage passed around the plaques that were to be awarded to the winners of the SWAT video and picture awards. Mr. Gammage presented Dave Powell with a plaque for SWAT youth in Putnam County.

The Council requested that representatives from Department of Business and Professional Regulation be engaged in all TAC meetings. It was requested that a representative from DBPR apply for a currently vacant seat on the Council.

Meeting dates for 2017 will be scheduled and shared with Council members.

The next TAC meeting will be a conference call/webinar on Monday, November 7 at 10:00AM.