

**Tobacco Education and Use Prevention Advisory Council  
4052 Bald Cypress Way, Room 301, Tallahassee, Florida  
Meeting Minutes  
August 27, 2015**

**Advisory Council Members Present:**

William Cousins	Les Beitsch
William Long	Peggy Johns
Penny Taylor	Patsy Barrington
Kahreem Golden	David Drobos
Kevin O'Flaherty	Kimberly Berfield
Sherrie Raulerson	Marshall Deason
Ralph DeVitto	Michael Good (via telephone)
Jim Howell (via video conference)	Phillip Marty (via telephone)

**Advisory Council Members Absent:**

Ali Moradi	
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**Department of Health – Management Present:**

Celeste Philip, Deputy Secretary for Health	Shannon Hughes, Interim Division Director, Community Health Promotion
Gregg Smith, Acting Chief, Bureau of Tobacco Free Florida (BTFF)	

**Department of Health Staff Present:**

Laura Corbin	Meredith Hennon	David Boyett
Elisia Norton	Dave Garison	Kevin Frentz
Ava Holt	Sam Samlal	Erin Singerman
Junwei Jiang	Kalinda Knight	Ron Davis
Dongming Cui	Linda Loy	Jane Parker
Coadi Burkes	Kelly Martin	Jennifer Elmore
Donna Solovan-Gleason	Thomas Troelstrup	Kevin Bist

**Others Present:**

Marilyn Leeds, Kathy Nichols, Andree Aubrey, Barbara Richardson; AHEC	Julie Rainey, Amy Kerr; Professional Data Analysts, Inc.
Andria Flowers, Brenda Olsen; American Lung Association	Kristina Zachry; QuitDoc
Kim Collins, Ian Abrams, Naylet Aguayo, Jen Thompson, Karyn Hoyt, Liz McCarthy, Ryan Feller; Golin/Alma/OMD	Mike Fischer, Cliff Douglas, Rosemarie Henson, Megan Wessel; American Cancer Society

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

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

Meeting called to order at 9:12 AM by Dr. Philip. Dr. Philip welcomed three new members to the Tobacco Advisory Council (TAC). Ralph DeVitto introduced three special guests who were in attendance at the meeting from American Cancer Society (ACS): Megan Wessel, Rosie Henson, and Cliff Douglas. Ms. Henson and Mr. Douglas updated the Council on their work in tobacco control and the ACS Tobacco Control Center, respectively. All Council members introduced themselves. Meeting minutes from the May 19, 2015 conference call were approved as written.

### **Surveillance and Evaluation Highlights and Discussion**

**Julie Rainey,  
Amy Kerr,  
Professional Data Analysts, Inc. (PDA);  
Jennifer Duke, Research Triangle Institute (RTI)**

Julie Rainey and Amy Kerr provided the Council with the Fiscal Year 13-14 cessation evaluation findings. Jennifer Duke highlighted the Fiscal Year 13-14 overall program evaluation findings as well as those from the media evaluation.

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

**Junwei Jiang**

Junwei Jiang provided the Council with an update from the 2014 BRFSS including the current adult smoking, current electronic cigarette use, and current smokeless tobacco use rates as well as current smoking rates among different demographic groups. The Council discussed the “leveling off” of the adult smoking rate and any implications that might have.

### **Area Health Education Center (AHEC) Update**

**Marilyn Leeds**

Marilyn Leeds presented the TAC with an update of in-person cessation services provided in Fiscal Year 14-15. She introduced the Tobacco Free Florida AHEC Cessation and Tracking (TFFACT) system which will streamline the participant registration process and manage the Nicotine Replacement Therapy (NRT) inventory among other things. She also discussed systems change projects being implemented at the AHECs.

### **Subcommittee Reports**

Surveillance – Meredith Hennon on behalf of Dr. Jim Howell

- The subcommittee will elect a new chair at the next face-to-face meeting when Dr. Howell is in attendance.
- Two new surveillance and evaluation staff from BTFF were introduced. Dr. Philip provided the council with an update of a department wide reorganization which moved Cancer Program staff under BTFF.
- Dave Garison introduced the subcommittee to new work in the Point of Sale (POS) policy area. Dr. Howell recommended that a comprehensive presentation is provided to the Council at the next face-to-face meeting.

Health Communications – Penny Taylor

- Tobacco Free Florida has done a great job of accessing and enhancing existing initiatives and events.

- Youth in Florida have started creating activities to coincide with and enhance tobacco observances.
- There will be four regional Students Working Against Tobacco (SWAT) meetings held around the state on September 26.
- Forty-five counties were identified as having youth smokeless tobacco use rates higher than the state rate. The school districts in these counties will encourage teachers to utilize the online teacher training program from Department of Education.
- The media team is targeting community events for prevention messaging.
- The subcommittee recommends the vacant marketing coordinator position be upgraded to a career service position and increasing the starting salary.

Policy – Ralph DeVitto

- A multi-faceted tobacco summit/conference will be held mid-November – additional information is forthcoming.
- The subcommittee discussed raising the tax on cigarettes by \$1.00 which will be a 2016 legislative issue, sponsors are currently being sought from both the House and the Senate.
- Les Beitsch was named as the new chair of the Policy subcommittee.

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

***Thomas Troelstrup***

Thomas Troelstrup provided an update on current tobacco use rates among Florida youth in 2015. He also provided e-cigarette trends among high school and middle school students as well as a plan for data dissemination.

***E-cigarette Update***

***Jennifer Elmore***

Jennifer Elmore presented on an action plan developed by BTFF for addressing electronic nicotine delivery devices (ENDS). A discussion about the action plan took place among the Council.

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

***Alma DDB, OMD, Golin***

Liz McCarthy, Naylet Aguayo, Ryan Feller, and Kim Collins provided a TFF media update focusing on the prevention and cessation campaigns and the health care provider initiative.

Final disposition:

- The final, approved version of the TFF 2015-2020 strategic plan will be distributed to the Council.
- All electronic vapor questions from the FYTS and the infographics will be distributed to the Council.
- The November 16 conference call will include updates on the progress towards authority around e-cigarettes, electronic health record (EHR) linkage, and cessation work in the area of behavioral health from FSU AHEC, and the new smokeless tobacco cessation curriculum (if ready).
- A representative from Department of Business and Professional Regulations (DBPR) will be invited to attend the next meeting.

The meeting was adjourned at 3:03 PM.