

Tobacco Education and Use Prevention Advisory Council (TAC)
 Conference Call & Webinar
 Meeting Minutes
 November 16, 2015
 10:00 a.m. - 12:00 p.m.

Advisory Council Members present

Patricia Barrington	Ralph DeVitto	Peggy Johns	Penny Taylor
Les Beitsch	David Drobos	William Long	
Kim Berfield	Michael Good	Philip Marty	
Marshall Deason	Jim Howell	Kevin O'Flaherty	

Advisory Council Members absent

William Cousins	Kahreem Golden	Ali Moradi	Sherrie Raulerson
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Shannon Hughes called the meeting to order at 10:04 a.m. and welcomed all to the call. Ms. Hughes did the roll call, meeting attendance is noted above.

Ms. Hughes provided an update on the progress towards hiring a new Bureau Chief for Tobacco Free Florida (TFF).

There were no changes to the August 27 meeting minutes and they were approved as written.

Electronic Health Record (EHR) linkage

Jane Parker

Jane Parker provided the Council with an update on e-referrals through EHR to Alere (Quitline) and Area Health Education Centers (AHEC) for in-person cessation. She anticipates testing the linkage between the new AHEC data system and the county health departments' (CHD) systems in December. After the testing is complete, a pilot with a handful of CHDs will begin. Clients will have a choice between in-person and telephone cessation services. After the CHDs are linked, Ms. Parker will work with various health systems in Florida to link. Dr. Michael Good expressed interest in talking about the linkage at University of Florida Health.

Tobacco Dependency Among People with Mental Illness

Andrée Aubrey

Andrée Aubrey provided an introduction to tobacco use among those with mental illness to the Council and how the Florida State University AHEC works with this population to provide cessation services. There was a discussion on tobacco pricing increases and what effect that has on the smoking rate among this population as well as identifying intervention strategies specific for this population. Dr. Jim Howell requested that this topic of discussion be continued at the February in-person meeting. Ralph DeVitto requested additional data regarding this population: what percentage of smokers report mental illness and where they are located so interventions can be targeted. Dr. Celeste Philip informed the Council about a proposed meeting with Medicaid staff at the Agency for Health Care Administration (AHCA) to discuss collaborations and cessation referrals.

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***Electronic Nicotine Delivery Systems (ENDS) Update
and Discussion***

***Dr. Celeste Philip
and Council members***

Dr. Philip updated the TAC on the most recent proposal on framing the discussion about risks and/or misinformation that people are hearing about ENDS as a part of the broader message against the use of tobacco products. The Council had a discussion about other opportunities using that same framework. Barbara Richardson from the University of Florida AHEC informed the Council that, in her experience, physicians are the ones asking lots of questions about ENDS and what message to give their patients. Kim Collins from Golin updated the Council on what type of messaging they have been providing as part of the TFF media campaign. Marshall Deason requested that the Office of the General Counsel provide their legal authority for their position as related to the Bureau's work in ENDS. Mr. Deason requested a representative from the Office of the General Counsel be in attendance at the next meeting. Dr. Philip emphasized the importance of looking forward, not dwelling on the past.

Disposition: Updated ENDS message maps will be shared with the Council.

Trina Thompson informed the Council of proposed tobacco-related legislation in the upcoming session but that none of the bills would have any effect on the way TFF does business.

Disposition: Ms. Thompson will summarize the proposed tobacco-related legislation and share the public health impact response to the bill proposing a \$1 tax increase.

The next meeting will be face-to-face in Tallahassee on Monday, February 22, 2016.

The meeting was adjourned at 11:25 a.m.