

**Tobacco Education and Use Prevention Advisory Council
Meeting Minutes
March 27, 2025
10 a.m. – noon**

Advisory Council Members Present:	
Joseph A. Ladapo, MD, PhD	Thomas Brandon, PhD
Kimberly Allbritton	Taghrid Asfar, MD, MSPH
Paul Hull, PhD	Jay Wolfson, DrPH, JD
Jim Howell, MD, MPH	Maham Akbar, MPP
Wayne McDaniel	Kevin O'Flaherty
Andrew Weatherill	Brenda Olsen
Advisory Council Members Absent:	
Ramzi Salloum, PhD, MA, MBA	Senator Lisa Carlton

Call to Order and Roll Call

The meeting was called to order at 10 a.m. Roll call was performed with the meeting attendance noted above.

Approval of November 2024 Meeting Minutes

The minutes were approved by all Tobacco Education and Use Prevention Advisory Council members.

Fiscal Year 2024 Cessation Evaluation Findings

Amy Kerr, PhD, and Bell Federman, ScD, Professional Data Analysts

This presentation provided the 2024 cessation evaluation findings. The Bureau of Tobacco Free Florida (BTFF) program's reach among Florida tobacco users increased with RVO Health maintaining the number served and Area Health Education Centers (AHECs) continuing to increase the number served. In fiscal year 2024, an estimated 14,074 Floridians were able to quit by using RVO Health and 6,391 quit with support from AHEC services. Among respondents who used electronic vapor products (EVPs) at the time of enrollment or follow-up, most wanted support to quit vaping. Among respondents who said they hope to receive support to quit EVPs, a majority found the services very or mostly helpful. In Florida, 21% of young adults (ages 18-24 years old) use EVPs (2023 Florida Adult Tobacco Survey). The BTFF program's reach among young adults who use EVPs was 0.31% among RVO programs and 0.18% among AHEC programs. Overall, 88% of respondents were very or mostly satisfied with the RVO Health Quitline programs; while 91% of respondents were very or mostly satisfied with the AHEC programs.

Health Systems Change

Lindsay Olson, MPH, Research Triangle Institute International

The next presentation provided updates from the health systems change evaluation. The health systems change intervention includes engaging with state-level partners and supporting adoption of organization-level policies for consistent screening and treatment of tobacco use. The 2024 evaluation activities focused on organizational outcomes and provider outcomes in

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two studies: 1) a statewide survey of clinicians about organizational policies, provider behaviors, and awareness and use of cessation resources, and 2) an analysis of Medicaid claims for tobacco use and treatment use for AHEC catchment areas and counties, building on previous analyses to provide more geographically targeted information for BTFF and AHECs for program planning.

Overview of Cessation Services

Nick Fradkin, RVO Health

This presentation provides an overview of the new Quitline services and contract. The contract includes:

- An increase in the amount of nicotine replacement therapy available to clients
- Integrated digital marketing
- Online single registration
- Health systems change support
- Live Vape Free program for young adults
- Evaluation collaboration
- Mobile application
- Pilot programs to increase program reach
- Text outreach for referrals
- Digital incentive delivery
- Research and strategic planning support

Area Health Education Center Update

Chenikka Usher, MSW, CTTS, NCTTP, AHEC Program FSU College of Medicine

This presentation provided AHEC updates. The AHEC Network is currently working with a cessation content expert to update and refresh course content and assess how digital resources can be incorporated into the curriculum used for cessation classes called Tools to Quit. The Tobacco Education Conference is being held at the end of May and will include presentations on behavioral health, veterans, opioid with tobacco use, prenatal and postpartum tobacco use, lung cancer screenings, and youth tobacco use.

Legislative Updates

Susan Harbin-Alford, American Cancer Society Cancer Action Network

This presentation covered the legislative bills being watched by the American Cancer Society Cancer Action Network and the Governor's proposed budget for the tobacco program.

Closing Comments/Adjourn

The meeting adjourned at noon. The next meeting will occur virtually in May (date to be determined).