

**Tobacco Education and Use Prevention Advisory Council  
Meeting Minutes  
November 13, 2024  
9 a.m. – 3 p.m.**

<b>Advisory Council Members Present:</b>	
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	Ramzi Salloum, PhD, MA, MBA
<b>Advisory Council Members Absent:</b>	
Brenda Olsen	Senator Lisa Carlton

**Call to Order and Roll Call**

The meeting was called to order at 9 a.m. Roll call was performed with the meeting attendance noted above.

**Approval of August 2024 Meeting Minutes**

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

**Florida Youth Tobacco Survey (FYTS)**

**Katie Troncoso, MPH, Bureau of Tobacco Free Florida (BTFF)**

This presentation provided the 2024 FYTS findings. The data reported represent a five-year time span from 2020–2024 for youth aged 11–17 years, highlights include:

- **Cigarette use:** There has been a 33% decrease in current cigarette use since 2020, but there was no significant change in use between 2023 and 2024.
- **Cigar use:** There has been a 44% decrease in current cigar use since 2020, but there was no significant change in use between 2023 and 2024.
- **Hookah use:** There has been a 52% decrease in current hookah use since 2020, and there was significant decrease in hookah use between 2023 and 2024.
- **Electronic vapor products (EVPs):** There has been nearly a 50% decrease in current EVP use since 2020, and there was a significant change in use between 2023 and 2024.
- **Overall comparison of tobacco products:** Current use of all of the five major tobacco product types captured in the FYTS—cigarettes, cigars, smokeless tobacco, hookah, and EVPs—has significantly decreased over the past five years.
- **Committed never smokers:** The prevalence of committed never smokers decreased slightly from 86% in 2020 to 84.2% in 2024, but there was no significant change between 2023 and 2024.
- **Committed never vapers:** The prevalence of committed never vapers significantly increased by over 15% since 2020, but there was no significant change in use between 2023 and 2024.

**Florida Adult Tobacco Survey (FLATS) and Evaluation Ad Hoc Study Findings**

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**Michelle Cavazos, MPH, and Jennifer Duke, PhD, Research Triangle Institute International**

The first presentation provided the 2023 FLATS findings. Data was provided on the current use of cigarettes, menthol cigarettes, cigars, and hookah. The product types with the highest use rates are cigarettes, menthol cigarettes, and EVPs. Cigarette use was 9.3% and there has been a significant downward trend since 2019. Cigarette use differed significantly by subgroups. The following groups of adults had higher rates of use:

- Age: 25-65+ year olds
- Race/Ethnicity: White, non-Hispanic
- Income: Income of less than \$30k annually
- Mental Health: Report having 14+ days of “not good” mental health

Menthol cigarette use among current smokers was 50.5% and that has been a significant upward trend since 2019. Menthol cigarette use differed significantly by subgroups. The following groups of adults had higher rates of use:

- Age: 18-54 year olds
- Race/Ethnicity: Black, non-Hispanic or Hispanic
- Income: Income of less than \$30k annually

EVP use was 7.9%. The trend since 2019 is stable with no statistically significant changes. However, EVP use differed significantly by subgroups. The following groups of adults had higher rates of use:

- Age: 18-34 year olds
- Income: Income <\$30k-\$110k annually
- Mental Health: Report having 14+ days of “not good” mental health

The second presentation provided an economic analysis of the state’s tobacco control program. The efforts of BTFF over the years resulted in fewer smoking-attributable deaths (63,000) and years of life lost due to smoking-related deaths (1 million), \$227.8 billion reduction in the economic value of years of life lost due to smoking-related deaths, and \$18.6 billion reduction in smoking-related health care expenditures. The return-on-investment (ROI) for BTFF over the period from 1999-2022 was \$146.72 for smoking-attributable deaths and \$11.05 for smoking-attributable health care expenditures. These ROIs suggest that, for every \$1 of BTFF program funding, reductions in the economic value of years of life lost due to smoking-attributable deaths totaled nearly \$147 and smoking-attributable health care expenditures in Florida decreased by approximately \$11. BTFF’s consistent funding and strong program has resulted in significant public health benefits and cost savings.

### **Legislative Updates**

**Susan Harbin Alford, American Cancer Society Cancer Action Network**

This presentation covered the upcoming legislative priorities of the American Cancer Society Cancer Action Network.

### **Young Adult Receptivity Project**

**Claudia Parvanta, PhD, and Nicole M. Sutton, MPH, University of South Florida (USF)**

The USF Center for Social Marketing (formerly known as the Florida Prevention Research Center) has been conducting research sponsored by BTFF since 2020. Social marketing and

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neuromarketing are used to assess audience responses to BTFF communication efforts and conduct policy and program research on vaping and tobacco use among college and university students in Florida. There have been three key studies conducted:

- Neuromarketing Response to Advertisements (2020-21): In collaboration with the USF Muma College of Business, the iMotions online platform was used to capture and measure attention and facial expressions of 302 participants viewing advertisements.
- Young Adult Neuro Review of Tobacco Free Florida Website and “The Facts Now” campaign (2022-23): This study asked young adults 18-24 to review the website as well as clips from the “textimonials” campaign. Participants provided qualitative feedback on site layout, interactive tools, and content relatability.
- Vapes on Campus Initiative (2023-24): Campus policies and programs to prevent tobacco and vape use, as well as aid cessation, were assessed. Campus officials, community partners, and students were interviewed. Signage and materials in use were assessed. Fieldwork was conducted across 13 campuses with 308 students. Suggestions for signage were given to campus programs. This fiscal year (2024-25), a statewide survey to assess tobacco, vaping, and nicotine pouch use among Florida college students will be conducted.

**Emerging Products and Retail Environment**

**Ron Davis, BTFF**

This presentation provided updates about Zyn oral tobacco, IQOS heat not burn products, mobile tobacco shops, tobacco vending machines, and electronic vape product storage and disposal.

**Closing Comments/Adjourn**

The meeting adjourned at 2:30 p.m. The next meeting will occur virtually in February (date to be determined).