

**Tobacco Education and Use Prevention Advisory Council
Conference Call and Webinar
Meeting Minutes
August 11, 2021
10:00 a.m. – 12:00 p.m.**

Advisory Council Members Present:	
Melissa Jordan, delegate for State Surgeon General	William (Wayne) McDaniel
Nichole Wilder	Megan Wessel
Peggy Johns	Brenda Olsen
Dr. Jay Wolfson	Dr. Les Beitsch
Dr. Jim Howell	Kevin O’Flaherty
Kimberly Allbritton	

Advisory Council Members Absent:		
Stacey Gagosian	Sheri Raulerson	Dr. Mary Martinasek
Dr. Stephanie Haridopolos	Dr. Colleen Koch	Senator Lisa Carlton
James Gustafson		

Call to Order and Roll Call

Melissa Jordan called the meeting to order at 10:00 a.m. and welcomed members and other attendees. Laura Corbin performed roll call with the meeting attendance noted above.

Approval of May 2021 Minutes

Melissa Jordan opened discussion on the May 2021 meeting minutes and the minutes were approved as written by all Tobacco Education and Use Prevention Advisory Council (TAC) members.

State and Community Interventions – Community Tobacco Intervention Status

Laura Corbin – Bureau of Tobacco Free Florida (BTFF)

During the Request For Application grant award process, there were 6 counties not funded in round 1. A second round was conducted and all remaining counties were awarded. All provider staff have completed orientation and workplan training. All have submitted workplans for review and 65/67 workplans have been fully approved.

Health Communication Interventions

Claudia Rodriguez (ALMA), David Weisfelner (OMD), and Alyssa Howard (Golin)

ALMA presentation: One of the biggest accomplishments this year is the Students Working Against Tobacco (SWAT) statewide meeting, which occurred virtually on June 15 and 16. This meeting is conducted every two years for SWAT youth, and focuses on educating on tobacco control issues, building SWAT teams, establishing camaraderie, coordinating statewide efforts, and providing activism. The theme of this year’s meeting was “Game Over.” It highlighted the idea that the tobacco industry has evolved and it’s time to finish Big Tobacco’s never-ending games. Youth were provided swag boxes with materials to be used during sessions. One exciting thing was having Cam Jordan, defensive end for the New Orleans Saints, speak to youth about the work he has done in his community.

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OMD presentation: An agreement negotiated between OMD and media partners provides three bonus units for every one paid unit for TV/radio. This allows the Bureau to fill gaps because bonus units run in hiatus weeks bolstering coverage through the year and they run outside the paid daypart mix providing coverage throughout the day. In FY 2020-2021, for cessation, 346,128 commercials were aired and viewed by 523 million; for prevention, 101,450 commercials were aired and viewed by 36 million. This year one of the largest media changes is in TV. One of byproducts of the pandemic is the mainstreaming of online video (paid online video services)—known as CTV. This consumption has increased across all demographics. Some of these services deliver content to younger audiences who are less reliant on linear TV, making them harder to reach. It is recommended that the Bureau increase the percentage of overall views (impressions) allocated to over the top (OTT) media. For cessation, continue with mix of linear and OTT based on trends research but increase the CTV percentage. For prevention, shift from mix of linear and OTT to 100 percent OTT.

Golin presentation: *Reasons* and *Tips* paid campaigns will be run August–June. Hard hitting messaging, Nicotine Replacement Therapy messaging, implementing the consumer journey, and improvement to the website will continue. Efforts to reach priority populations (low-Socioeconomic Status, rural, Black, Hispanic, and LGBTQ+) is also going to continue. The *Testimonials* paid anti-vaping campaign, which was launched in October 2020, will be aired August–June.

Tobacco Use Prevention and Education Advisory Council Infrastructure

Laura Corbin – Bureau of Tobacco Free Florida (BTFF)

Florida needs a new State Tobacco Control Strategic Plan, as the previous one sunsetted in December 2020. This will be a tool that identifies the joint strategies and priorities that state and community partners want to put forward to meet shared objectives over a five-year period. The Bureau would like to facilitate this process with participation of TAC members and other partners who are interested in the development of this plan. The kick-off meeting occurs the day after the November TAC meeting. All TAC members or delegates are invited.

Due to the pandemic and the meetings using a virtual format, TAC subcommittees have not continued to meet. Since the November meeting will be longer and in-person these can resume. The subcommittees cover the following topics: Policy, Health Communication, and Evaluation. It was decided the subcommittees would continue to meet but instead of using time during the TAC meeting to convene, the subcommittees will meet ahead of time (a day or week ahead) to avoid rushing over lunch to discuss their agenda items. By doing this it will allow the subcommittees to have more time to fully discuss their ideas before reporting during the TAC meeting.

The Tobacco Control Vaccine

Andrew Romero – Community Anti-Drug Coalitions of America (CADCA)

Andrew Romero is the director of the Geographic Health Equity Alliance for CADCA. There has been a significant decrease of tobacco use over the last several decades—one of the greatest public health successes. According to the 2018 Behavioral Risk Factor Surveillance System,

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Florida's rate of adult current smokers was 14.5 percent. While great strides have been made, Florida's tobacco control work has not had the same impact of reducing smoking among different populations. Disparities are present among race, ethnicity, education status, socioeconomic status, and by geographic area. To address this, tobacco control work must be centered in health equity. This can be achieved by eliminating differences in tobacco use and exposure to secondhand smoke among certain groups. Health equity is both a process and an outcome. As a process it can be found in the idea of "nothing about us without us," meaning that we need to make sure we have authentic engagement and representation of the people who are impacted by the policies. As an outcome, it's the idea that in order to achieve health equity we need to focus on policies and strategies that will actually lead to equitable health outcomes and not lead to further inequities. An equity first approach must be applied to tobacco policymaking by asking 1) Who has been harmed by a lack of equitable policies or by current inequitable policies? 2) Who stands to benefit from proposed policies and how? and 3) How can future harm be prevented? [See the Government Alliance on Race and Equity's Racial Equity Tool kit].

Tobacco control work is informed by 50+ years of evidence and science illustrating what works. The Centers for Disease Control and Prevention developed a framework to illustrate this called the Tobacco Control Vaccine: strong smoke-free policies, tobacco price increases, hard hitting media campaigns, and cessation access. This presentation focuses primarily on the first two strategies.

Florida does not have laws restricting smoking in bars (31 other states do) and local policies are preempted from having authority to create their own smoking regulations. Therefore, at a local level, they are restricted to voluntary tobacco-free or smoke-free policies, the most impactful being for large employers, sports leagues, casinos, universities/colleges, housing, bars/night clubs, and parks/beaches. It is important when choosing where to focus resources to consider who stands to benefit from the policy.

Increasing the price of tobacco products is the single most effective intervention we have for reducing tobacco use. It not only prevents youth from initiating use, because they are particularly price sensitive, it actually helps people quit smoking as well. Historically, this mostly comes down to increasing state taxes on cigarette products. Florida's state cigarette tax (\$1.339) is lower than the national average (\$1.91/pack). More recently, however, the local use of alternative pricing policies has increased. These are reflected in the Tobacco Control Vaccine framework as boosters—strategies that show promise at reducing tobacco use. The vaccine booster is primarily focused on the point-of-sale with tobacco strategies surrounding availability, pricing/promotion, advertising/display bans, minimum legal sales age, and retail licensure. A local tobacco retail license (TRL) is at the heart of the booster as it can encompass more than one of these strategies. However, Florida just passed a bill that preempts local TRLs, so other strategies will need to be used. As a reminder, in our policy choices we want to do no further harm. For instance, we should consider ways to decriminalize commercial tobacco use so the systemic racism present in enforcement of tobacco control is addressed.

Closing Comments/Adjourn

The meeting adjourned at 12:00 p.m. The next meeting is scheduled for November 18, 2021.