

**Tobacco Education and Use Prevention Advisory Council
Conference Call and Webinar
Meeting Minutes
May 5, 2021
10:00 a.m. – 12:00 p.m.**

Advisory Council Members Present:	
Melissa Jordan, delegated for Dr. Rivkees	Dr. Colleen Koch
Nichole Wilder	Megan Wessel
Peggy Johns	Brenda Olsen
Dr. Jay Wolfson	Dr. Les Beitsch
Dr. Jim Howell	Kevin O’Flaherty
Senator Lisa Carlton	Dr. Mary Martinasek
James Gustafson	William (Wayne) McDaniel
Kimberly Allbritton	

Advisory Council Members Absent:		
Stacey Gagosian	Sheri Raulerson	
Dr. Stephanie Haridopolos		

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 March 2021 Minutes

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

Youth Update

LaDarius Gammage – Bureau of Tobacco Free Florida (BTFF)

BTFF’s statewide youth advocacy organization, Students Working Against Tobacco (SWAT), is divided into four geographical regions. Each region elects four SWAT members to serve on the Youth Advocacy Board (YAB). They assist the BTFF in planning and conducting statewide youth initiatives, trainings, and projects. This year, eight out of the sixteen YAB members are also national youth ambassadors for the Campaign for Tobacco Free Kids. Each fiscal year the BTFF holds two regional meetings and/or a statewide meeting. These are trainings for all SWAT youth and are planned by the youth with help from their regional leads. During the COVID-19 pandemic the youth continued to be actively engaged by being involved in activities such as organizing virtual events and building video production skills.

Updates have been made to the www.SWATFlorida.com website. It now opens with a pop-up about a letter generator allowing users to send a personalized message to decision makers. It provides youth with an auto-filled email that can be edited to include personal stories or tailor the message to their audience.

The SWAT youth e-cigarette education campaign, Not a Lab Rat, was launched in June 2018. Since then, it has helped to increase SWAT visibility and recruit and retain members. It is held

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annually every 3rd Wednesday of October. Items created for the campaign are a message map, fact sheets, press release, social media assets, and handout materials for outreach and recruitment.

Take Down Tobacco National Day of Action, formerly known as Kick Butts Day, was celebrated on April 1, 2021. The annual observance encourages youth to speak out against the tobacco industry. It is organized by the Campaign for Tobacco Free Kids to empower youth to educate their communities as we work together to achieve the first tobacco free generation.

The next World No Tobacco Day is May 31, 2021. Two years ago, SWAT received an award from the World Health Organization (WHO) for promoting Not a Lab Rat during World No Tobacco Day. Last year, WHO asked Florida SWAT members to speak with other youth around the world at their World No Tobacco Day International Youth Seminar.

Lastly, BTFF is planning a statewide youth tobacco prevention meeting to occur in June. This will be an online, interactive time for youth to meet with their peers and community.

State and Community Intervention Grants Status Update

Tera Anderson – Bureau of Tobacco Free Florida (BTFF)

A total of six counties are eligible to apply in the most recent Request For Applications released April 14, 2021 and due on May 19, 2021. The anticipated date for the intent to award is June 11, 2021. If awarded those organizations are anticipated to start working with the program by September 1, 2021.

2021 Legislative Session Recap

Ashley Lyerly – American Lung Association

Ashley Lyerly of the American Lung Association presented a summary of the Florida legislative session. The funding total was adjusted according to the a consumer price index resulting in fiscal year 2021-2022 allocation of \$73,988,595, an increase of \$937,021. Funds provided for the Health Communications Intervention component must use strategies targeted toward Florida's youth which integrate information about the consequence of tobacco use and the use of electronic nicotine delivery systems.

SB1080 passed. It is a codification of the federal tobacco 21 law. It also regulates e-cigarettes in a duplicative regulatory framework (defined as nicotine products, not tobacco products), exempts non-nicotine products from regulation, penalizes youth who purchase, use or possess tobacco products, and preempts local jurisdictions from regulating the marketing, sale and delivery of tobacco and nicotine products.

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James and Esther King Biomedical Research Program funding was restored at \$10 million as was the Bankhead and Coley Cancer Research Program Funding.

SB2518 and SB2500 passed. This will result in a permanent elimination of the Medicaid retroactive eligibility policy, extend length of postpartum care for Medicaid eligible mothers, and eliminate optional coverage of over-the-counter drugs from Medicaid preferred drug lists (may have repercussions for some coverage of Medicaid cessation medications).

Media Update

Claudia Rodriquez (ALMA) and Barbara Lopez (Golin)

ALMA presentation: In October 2020, the “Textimonials” campaign launched its first phase containing two stories featuring Katia and Walker. From October to the end of January traffic of new users to the BTFF website nearly doubled from the previous year during this time period from 97,000 to 200,000. Traffic to the vaping specific page increased from 40,000 pageviews to 191,000. The texting component of the campaign generated engagement of more than 5,000 unique users, in total nearly 58,000 message interactions were achieved. The second phase of the campaign continues to tell the stories of Katia and Walker through full length interviews and in May two new stories will begin running, those of Dylan and Malik on TV, radio, digital and social media.

Customer relationship marketing (CRM) is a marketing strategy for developing, retaining, and acquiring customers and ALMA applied this practice to TFF. This fiscal year, a CRM program was launched as a test designed to provide TFF website visitors with the option to enroll in email or text communications designed to push people from the research phase to the action phase of cessation. Email or text communications are personalized and include a countdown to the quit date. Messaging includes tips and tricks, how to prepare, promotes Quit Your Way services, and talks about what happens after quit day (including potential relapse). The communications journey is 2 days long. During the first month, over 2,000 website visitors opted-in to receive Set a Quit Date emails/texts. 47 percent of people are opening the welcome email vs. the industry average for government is 23.6 percent.

Golin presentation: This year’s Tobacco Free Florida Week took place April 25-May 1 alongside the conclusion of National Minority Health Month. With social justice issues being at the forefront of recent public discussion, the theme was “Uproot the Truth” to inform individuals about tobacco’s devastating effect on Florida’s Black community.

Golin is also working with the BTFF to conduct the statewide SWAT meeting. The theme is “Game Over”, which highlights how the tobacco industry has evolved and SWAT’s opportunity to finish Big Tobacco’s never-ending games. The virtual meeting will include various sessions, such as student-led skill building, public speaking, social media best practices, and art.

Closing Comments/Adjourn

The meeting adjourned at 12:00 PM. The next TAC meeting is scheduled for August 11, 2021.