

Youth Programs Subcommittee Meeting Minutes

Date: May 6, 2009
Time: 3:30 p.m. – 4:59 p.m.
Location: Conference call

Members Present

Jeffery Cece Dr. Mae Waters
 Dr Javier Berezdivin Danny McGoldrick

Members Absent

Erin Sylvester (Chair) Penny Detscher

Others Present

Alex Victoria Youth Advisory Board member Carlos Martinez DOH
 Monica Corbett Zimmerman Inc. Laura Corbin DOH
 Adriane Fani Zimmerman Inc.

Desired outcomes: Coordinate youth input into the tobacco program.

Topic/lead	Discussion	Status/Follow up
Roll call and welcome	Mr. Martinez called the roll and welcomed the members.	
Approval of previous minutes	Mr. Martinez requested that one of the members present be selected to serve as subcommittee chair since the chair was not present. Dr. Waters volunteered to chair the group for this meeting and suggested the group vote on a new chair since Erin Sylvester is not able to attend regularly. Dr. Waters asked if members had received the previous minutes and if there were any comments or corrections. Members made a motion to approve the minutes.	Motion seconded and approved by voice vote.
Old Business, Kick Butts day report	<p>Laura Corbin reported about Kick Butts Day activities, as follows:</p> <ul style="list-style-type: none"> • There were approximately 55 activities statewide; lawmakers and policy makers were invited. • Activities included school and community events. • Fourteen (14) pieces of earned media (newspaper, TV news, and blogs) were generated. • Some events combined a school rally and a community afternoon event. • In Santa Rosa County, the county commission passed an ordinance banning candy flavored tobacco products. • In some communities, volunteers conducted surveys of illegal tobacco sales activities <p>Discussion:</p> <ul style="list-style-type: none"> • Mr. Cece requested copies of the data collection forms used in the illegal sale of tobacco surveillance at the community level. • A member asked if youth were participating in the Youth Advisory Board (YAB) weekly conference calls. 	The surveys and survey protocols requested by Mr. Cece will be forwarded to him.

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	<ul style="list-style-type: none"> Ms. Corbin replied that attendance was good. Ms. Corbin updated the members about a webinar shown at the last YAB call. 	
Old Business, review decisions made at previous meeting	<p>Members continued the discussion (topics in bold, followed by discussion) begun at last month's meeting about the operation of council subcommittees (see Minutes of 4/8/09).</p> <ol style="list-style-type: none"> Definition of quorum. Members made a motion that half of the membership constitutes a quorum; at least 3 of 6 subcommittee members must be present. Membership in Youth Programs Subcommittee. Each member voted to remain on the Youth Program Subcommittee. Request volunteers for the new ad-hoc Collaborations Subcommittee. Dr. Waters volunteered to participate in the new ad-hoc Collaborations Subcommittee. Dr. Berezdivin and Ms. Detscher had previously volunteered to serve on the new subcommittee. Vote on frequency of meeting. Members voted to retain the current monthly meeting schedule. <p>Discussion:</p> <ul style="list-style-type: none"> The current chair has been unable to attend several of the meetings. A motion was made that a subcommittee chair be removed if three or more meetings are missed unexcused. 	<p>Motion seconded and approved by voice vote.</p> <p>Motion seconded and approved by voice vote.</p>
Old Business, Z. Inc update	<p>Monica Corbett gave a brief update of smokeless and Hispanic media initiatives by Zimmerman Inc. These ads are ongoing through TV, radio, and blogs. Zimmerman Inc. is preparing for the coming year's contract events.</p> <p>Discussion:</p> <ul style="list-style-type: none"> Mr. McGoldrick and Ms. Corbin pointed out some new smokeless products targeted at youth by the tobacco industry called smokeless "orbs, sticks, or strips". Zimmerman, Inc., will present a yearly update of media campaigns at the June 1, 2009 council meeting. 	
New Business, Agenda for the next meeting	<ol style="list-style-type: none"> Invite youth to join in the meeting. Invite Z. Inc. to present youth media update. 	
Subcommittee recommendations to the Advisory Council	<ol style="list-style-type: none"> Inform the council on the new smokeless products, i.e. orbs, sticks, and strips. Update the council on the proposed amendments to s. 385, F.S. Mr. McGoldrick recommended that the DOH plan for the impact of the \$1.00 tax on tobacco regarding the need for increased cessation services. Provide recognition to Auriel Rolle-Polk and to the RTPC's who helped in her training as a member of Students Working Against Tobacco. 	
New Business, Recommendation of Agenda items for TAC	<ol style="list-style-type: none"> Provide a report on the on-line Anti Tobacco Advocacy Toolkits (ATAK). Provide additional guidance about the role of advisory council members especially when making presentations about the tobacco program. 	

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Adjournment	The meeting was adjourned at 4:55 p.m.	