

Tobacco Education and Use Advisory Council
Youth Programs Subcommittee
Meeting Notes: 4/4/2008

Members Attendance

Javier Berezdivin
John Brown

Dr. Mae Waters
Penny Detscher

Members Absent

Erin Sylvester
Matthew Myers

Robin Peters

Department Staff Attendance

Kimberly Berfield
Dr. Alan Rowan
David Garison

Gregg Smith
Carlos Martinez
Donna Washington

Introduction, Roll Call, and Meeting Notes Approval

The meeting was called to order at 9:05 and Carlos Martinez called the role.

No meeting notes were taken at the first Subcommittee meeting on 3/3/08, but the Subcommittee recommendations to the Advisory Council at that meeting were forwarded to the Subcommittee members prior to this call. A change to the recommendations was requested. The requested change is on page 9 of the Advisory Council Minutes of 3/3/08 where it states that each county should have a “unique” message for each youth program. This was incorrectly transcribed and should read “each county should have a unified message”. The change will be made to the minutes and a corrected version will be presented to the Tobacco Education and Use Prevention Advisory Council at the next meeting on June 2, 2008.

Youth Programs Subcommittee Business

Mr. Brown and Ms. Detscher pointed out that one of the statements in the Advisory Council minutes of 3/3/08 was inaccurate and requested a change.

Mr. Berezdivin gave a report of his experiences at the Florida Tobacco Advocacy and Policy Conference, a statewide tobacco conference held in Daytona Beach on March 28 -31, 2008. This conference was not sponsored by the Department of Health (DOH) although several tobacco program staff attended.

The conference organizers agreed to collaborate with the DOH to conduct a meeting of the youth Executive Board during the conference. The Executive Board (E-board) is a group of 12 young persons with leadership qualities elected by the members of their local SWAT (Students Working Against Tobacco) clubs. Mr. Berezdivin reported that the E-board members expressed a desire for a statewide focus for youth programs. They hoped they could act as a communications bridge between adults and youth.

1. were enthusiastic about greater participation in the comprehensive tobacco program

The Youth Programs Subcommittee then began a review and discussion of some youth program questions posed to the Tobacco Education and Use Prevention Advisory Council at the March 3, 2008, meeting. The questions are in italics, and the Subcommittee discussion follows each.

Q. What are the goals of the youth program?

R. Three goals were recommended:

1. Statewide representation for the youth program;
2. Youth empowerment and participation; and
3. Ensure funds are used to achieve measurable reductions in youth tobacco use.

Q. How are youth to interact with the community?

R. Subcommittee members stated this was not one of the questions they recognized. DOH Response: While this topic was not one of the Subcommittee's questions, it was included in the Advisory Council minutes because, (1) it was identified as a tobacco program challenge during the Strengths, Challenges, Opportunities and Gaps exercise on March 3, 2008, and (2) in 2007, CDC stated that youth programs are most effective when combined and coordinated with other community interventions (*Best Practices for Comprehensive Tobacco Control Programs, October 2007 p22*).

Q. What do we have that is "right" for youth?

R. The E-board and local level youth advocacy were mentioned as positive elements. The need for more youth meetings, particularly at the regional level, was also discussed. The Youth Programs Subcommittee recommended that the DOH should facilitate at least one statewide youth meeting and several regional meetings.

Q. What do we need to develop to engage and retain youth?

R. The Subcommittee recommended the creation of a process for youth to elect representatives, such as the current E-board. Also, more training in tobacco program curricula such as Tobacco 101 and Media Literacy.

Q. Should we have consistency in the youth program, or local variation or some combination?

R. The Subcommittee recommended we get feedback from the youth about this topic.

Q. How do we coordinate all the existing SWAT programs?

R. The Youth Programs Subcommittee recommended we need input from youth. Dr. Rowan suggested the E-board could have a coordinating role.

After discussion about how to best obtain youth input, the Subcommittee recommended they query the E-board members. Finally, the Subcommittee decided to submit the following three questions in writing to the E-board:

1. What name should the youth anti-tobacco movement give itself?
2. What do you think the goals of the youth program should be?
3. What type of adult support would the youth movement need to be successful?

DOH staff who facilitate the E-board will pose these questions to the youth and compile their answers. The DOH Legal staff subsequently approved the questions and they have been submitted to the E-board. The responses will be compiled and sent to the Subcommittee for their review.

The Subcommittee also discussed obtaining additional youth input on a regional basis by having youth from each of the four tobacco regions attend the Tobacco Education and Use Prevention Advisory Council and present to the Youth Programs Subcommittee which meets for one hour during the larger Tobacco Education and Use Prevention Advisory Council meeting. If this is feasible, the Subcommittee recommended:

1. youth presenting to the Subcommittee should be trained and aware of their role;
2. the youth speaking must have the authority to represent other youth; and
3. youth travel would be paid by the state; youth would be chaperoned.

One Subcommittee member raised the concern that current travel permission forms were a barrier to youth travel. Mr. Gregg Smith responded that the DOH Legal and DOH Human Resources staff had clarified the travel requirements and would forward instructions about how to proceed to the County Health Departments (CHD). In brief, county level position descriptions will need to be modified for staff to reflect the transporting of youth as a job duty. Instructions have been forwarded to the concerned CHD's.

Other comments:

Engaging youth, including those of college age, is a top priority for tobacco prevention and control and the subcommittee recommended engagement at three levels: middle school, high school and college age.

We should inquire from the Truth Campaign and from other states, such as Colorado and New York, about what works with youth.

We need youth involved in making policy but youth components cannot stand alone. It is the role of the state to bring all the components of the comprehensive program together.

Subcommittee Recommendations

1. The DOH obtain youth input about three questions from members of the E-board.
2. The DOH arrange for youth from each of the four regions to present to the Youth Programs Subcommittee during the Subcommittee's breakout at coming quarterly Tobacco Education and Use Prevention Advisory Council meetings.
3. The DOH should consider having one annual face to face youth meeting as well as regional meetings in between.
4. The Comprehensive Tobacco Control Program provide youth consistent advocacy training and adult coalition members trainings in how to support youth.
5. The Advisory Council minutes of March 3, 2008, be amended to change "unique message" to "uniform message".

The conference call was adjourned at 2:44 p.m.

