

## Meeting Notes: Tobacco Education and Use Prevention Advisory Council

**Subcommittee:** Youth Programs  
**Date:** June 2, 2008  
**Time:** 1:25 p.m. – 3:00 p.m.  
**Location:** Doubletree Hotel, 101 South Adams Street, Tallahassee, Fl.

**Members Present**

Javier Berezvidin	Dr. Mae Waters
Penny Detscher	Erin Sylvester

**Members Absent**

John Brown	Robin Peters
Mathew Myers	

**Others Present**

Donna Washington - DOH	Laura Deeb
Dave Garison - DOH	Nicole Foss
	Zimmerman agency staff

**Desired outcomes:**

Discuss Subcommittee Establishment guidelines in the Notebook of 6/2/08  
 Provide Recommendations to the Tobacco Education and Use Prevention Advisory Council

Topic/lead	Discussion	Status/Follow up
<b>Opening comments:</b>	The meeting was called to order at 1.25 p.m. The roll was called by Carlos Martinez.	
<b>Introduction and approval of previous Meeting Notes.:</b>	A motion was made by Dr. Mae Waters to approve the meeting notes of the last two meetings contained in the Notebook of June 2, 2008 Erin Sylvester seconded the motion and the minutes were approved by the group.	The motion to approve the last two sets of Subcommittee Meeting notes contained in the Advisory Council Notebook under Tab 5 was approved. The Youth Programs Subcommittee Meeting Notes for 4/4/08 and 5/2/08 will be posted on the DOH web site. <a href="http://www.doh.state.fl.us/tobacco/tobacco_home.html">http://www.doh.state.fl.us/tobacco/tobacco_home.html</a>
<b>Subcommittee Business (Designation of spokesperson)</b>	In the Subcommittee Establishment guidelines, the Subcommittee was requested to designate a Council member as spokesperson for their Subcommittee. The group elected Ms. Erin Sylvester as their designee.	The Subcommittee designee will report out to the Council at the closing session after this meeting. The designee will also be given these draft meeting notes for review and approval.

<b>Topic/lead</b>	<b>Discussion</b>	<b>Status/Follow up</b>
<p><b>Subcommittee Business (Recommendation to continue core funding for County Health Department Tobacco Prevention Specialists)</b></p>	<p>Group discussion regarding the importance of the tobacco core funding. The point was made that some of the RFP funded grant applications were written to collaborate with the core funded positions. If core funding goes away then the RFP funded grants will also be affected. The committee discussed the importance of recommending the DOH act quickly to fund the positions before June 30, 2008.</p>	<p>Recommend to the Tobacco Advisory Council that DOH find the funds within the legislative appropriation to provide core funding for tobacco prevention specialists (with urgency because of time constraints).</p>
<p><b>Subcommittee Business (Developing a brand for the youth program)</b></p>	<p>The group discussed the responses from the E-Board to the questions posed to them by the Subcommittee. The Subcommittee would like further interaction with the E-Board youth and would like Zimmerman Inc. to meet with the E-Board as well to conduct further focus group testing of tobacco ads. Discussion about the choosing a “brand name” for the youth program. Specifically, whether to keep the Students Working Against Tobacco (SWAT) or to change that brand name.</p> <p>Zimmerman reported the “Smokifier” concept is getting great response from youth in the state. The Smokifier is a mobile education unit (a van) that allows youth to see the future effects of tobacco use on a picture of themselves. The Subcommittee discussed that it was appropriate to have youth give input about the branding issue.</p>	<p>The Subcommittee requested additional contacts with both past and present members of the SWAT and/or E-Board to help develop the youth program and their goals. There was discussion of additional focus group testing of SWAT youth by Zimmerman Inc; however, no specific follow plan was decided upon.</p>
<p><b>Subcommittee Recommendations to the Advisory Council</b></p>	<ol style="list-style-type: none"> <li>1) Recommend dialogue with current SWAT members about the goals of the program and branding of the youth program.</li> <li>2) Find funding for the 39 TPS positions: recommend the DOH find funds in the current appropriation to secure the 39 Tobacco Prevention Specialists positions.</li> <li>3) Integrate youth activities into state campaign: dialogue with Zimmerman Inc. and the DOH to discuss the most appropriate campaign for youth.</li> </ol>	<p>Present these recommendations to the full Advisory Council on 6/2/08. The next meeting of this Subcommittee is set for Friday, July 11, 2008 at 1:00 p.m.</p>