

Meeting Minutes
Fourth Meeting of the Tobacco Education and Use Prevention Advisory Council Meeting
Doubletree Hotel, Main Ballroom, 101 South Adams
Tallahassee, Florida
June 2, 2008, 9:00 AM – 4:10 PM

Members Present

Donald A. Webster	Fonda McGowan
Dr. James Howell	Javier Berezdivin
Dr. Mae Waters	Jennifer Harris
Dr. Mathis Becker	Marshall Deason
Dr. Michael Good	Penny Detscher
Dr. Ocie Harris	Sharon Green for Dr. Jean Malecki
Dr. Robert A. J. Fernandez	Wayne “Chip” Withers
Erin Sylvester	

Members Absent

Alan Geiger	Mathew Myers
Dr. Richard Bookman	Michael Lannon
Dr. Ana M. Viamonte Ros	Robin Peters
John Brown	

DOH Staff Present

Adele Porta	Dr. Lori Westphal	Ron Davis
Angela Lynn	Gregg Smith	Sam Samlal
Carlos Martinez	Jan Myrick	Sonja Bradwell
Dave Garison	Karen Ashburn	Steve Radford
Donna Aftuck	Kim Berfield	Terri Stone
Donna Washington	Laura Corbin	

Twenty Three visitors signed the visitor roster

Desired outcomes:

- Provide recommendations on Statewide Tobacco Education and Use Prevention.
- Begin the planning process for the development of an updated Blueprint to guide Florida’s tobacco prevention and control statewide initiatives.

Time	Agenda Item	Discussion	Status/Follow up
9:00 a.m.	Welcome, Introductions, roll call Approval of Minutes, Review Agenda	<p>The meeting was called to order and the roll was called by Carlos Martinez. Fifteen of the 22 members were present.</p> <p>Deputy Secretary Kimberly Berfield will be serving as Chair in the absence of the State Surgeon General (SSG). The Deputy Secretary has no voting rights and will provide a report to the SSG.</p> <p>Deputy Secretary Berfield introduced Fonda McGowan, a Tobacco Advisory Council member appointed by the Governor.</p> <p>The revised minutes were approved with the following corrections: pp. 2 and 5 inaccurately state that 1.3 and 1 billion dollars (respectively) are spent annually on tobacco advertising in Florida. The correct number is an “estimated 930 million” and the revised minutes have been corrected to reflect that</p>	<p>Attendance as shown.</p> <p>Members asked if the Chair’s absence has an impact on the Advisory Council’s work. Her absence will have no effect on the Council’s recommendations.</p> <p>The minutes for 3/3/2008 were approved with corrections about the dollars amounts spent by the tobacco industry in advertising.</p>
9:10 a.m.	<p>Presentation: Zimmerman Inc. A copy of the PowerPoint Presentation is in Tab 3 of the Notebook.</p>	<p>Zimmerman summarized their work from November 2007 to June 2008:</p> <ul style="list-style-type: none"> • Some of the media buys will extend beyond this year. • Contract funds are allocated 60% toward youth and 40% toward cessation. This (as well as focus group testing) governs choice of ads. • There are five target populations: 1) youth, 2) 18-24 straight to work, 3) pregnant women, 4) low socioeconomic and 5) small business and athletic associations. • There is no single way to reach all these populations so multiple strategies must be used. • The campaign aimed to be smart, somewhat provocative, and make people want to do more. • Zimmerman was tasked with creating one main umbrella internet site that speaks to both prevention and cessation (Tobacco Free Florida) and five micro sites. 	<p>Tobacco Advisory Council members made the following requests from Zimmerman:</p> <ol style="list-style-type: none"> 1) Identify and use the National Quit Day music band used in Miami-Dade (see Javier Berezdivin). 2) Determine the home location of Qwitter bloggers. 3) Create a DVD of “You Tube” contest winners. 4) Tie into September 5, 2008 “Stand up to cancer” media event. 5) Create a chart detailing the distribution of DC Justice comics to schools. 6) Facilitate the use of Zimmerman Inc. media materials for local government access channels.

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		<ul style="list-style-type: none"> • The micro sites are for 1) youth, 2) 18-24 straight to work, 3) teens 4) college students, and 5) parents of 11-17 year olds. All are online except for # 5. • The media campaigns of “I care” and “I don’t care” are heavily weighted toward the positive, “I care”. • All of the campaigns have tags to promote the Florida Quitline. • Zimmerman showed DVD spots of three media ads, addressing prevention, cessation, and secondhand smoke in a car. All of these ads were created in English and Spanish and had immediate positive response from the population. • Zimmerman reviewed their radio ads and print media ads. • Focus groups (used to create ads) consisted of 11-17 year old youth randomly selected throughout the state. Parents and youth were focus group tested in different rooms at the same time. • The distribution of 125,000 DC Justice Comics to middle school youth was discussed. Penny Detscher, a council member from the Department of Education, suggested School District Offices, rather than individual schools, should be involved in the decision making for this effort. Ms. Detscher also requested a chart showing where the DC Comics were sent by Zimmerman be prepared for the council. • The Smokifier targets college age (10,000 visitors to date) and shows the effects of ten years smoking on a photograph of the participant. • Qwitter is a social application with over 500 bloggers. Zimmerman was asked to provide a geographic breakdown of bloggers home area showing that bloggers from Japan were using this site. • Black Planet is a social interaction African American web site used to promote quitting. Tobacco Free Bands offer music downloads on Tobacco Free Florida. Myspace is also used for tobacco free friends to meet. You Tube is running a tobacco ad competition. 	<p>7) Provide clippings of tobacco campaign related print articles.</p> <p>Advisory Council recommendations:</p> <p>Continue to use email to distribute tobacco information statewide perhaps by using existing schools and universities. During these summer months, take time to better coordinate the comprehensive tobacco effort.</p> <p>The staff from Zimmerman Inc. participated in afternoon sessions of both the Health Communications and the Youth Programs Subcommittees.</p>

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		<ul style="list-style-type: none"> • 140 billboards throughout the state are devoted to tobacco control • Zimmerman tobacco ads have run in every single media market in our state for both radio and tv. • Athletic ads were shown featuring non tobacco using sports stars, including those from major league baseball. • Zimmerman estimates approximately 20 million dollars in added value for this year. • In collaboration with the Florida Department of Education, Zimmerman is distributing newsletter to 225,000 teachers. • The dangers of smoking during pregnancy was promoted during family health month. • About 17,000,000 Floridians were reached through different mediums including YMCA, Wal-Mart, State Fairs, bull riding, etc. • Zimmerman has reached out to the Tobacco Prevention Specialists to join them in their local events. • Accomplishments for this year include number of media impressions and number of radio and tv ads. More persons have called the Florida Quitline in the past three months than in the past nine years. • Next steps are summarized in the last slide of the presentation. 	
10:40 a.m.	<p>Presentation: Tobacco Free Coalition of Pinellas County Caroline Smith, Tobacco Prevention Specialist, Pinellas County Health Department.</p> <p>A copy of the PowerPoint Presentation is in Tab 3 of the Notebook.</p>	<p>This partnership has been in existence over ten years and has over 20 regular members.</p> <ul style="list-style-type: none"> • The goals of this partnership are to: <ol style="list-style-type: none"> 1. reduce youth tobacco use 2. reduce exposure to secondhand smoke 3. promote cessation of tobacco use • Partnership activities include outreach to at-risk youth in Department of Juvenile Justice and educational settings, organization of anti tobacco events such as Kick Butts day, youth involvement and advocacy activities such as street marketing, public speaking, and working with adults to combat tobacco. 	<p>Tobacco Advisory Council had requested a presentation by a tobacco funded, community-based grantee and this was in response to that request.</p> <p>Second year renewal is pending.</p> <p>All providers will be kept abreast of the Departments efforts to maintain core funding.</p>

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		<ul style="list-style-type: none"> • The partnership works with adults in supporting policies to promote secondhand smoke prevention, especially in cars, and smoke-free campuses. • They also promote secondhand smoke anti tobacco programs such as Not in Mom’s Kitchen and Pinellas Smoke Free Homes. • Successes include strong collaboration with Healthy Start, Live Free Substance Abuse Coalition, and the Suncoast Pediatric Asthma Coalition. Other successes include recognition for their work with at-risk youth by the Juvenile Welfare Board as well as collaborating with Eckerd College in their smoke free campus initiative. • Challenges of the program <ul style="list-style-type: none"> ○ Maintain focus and quality programming ○ Collaboration with other DOH grantees ○ Attracting energetic adults ○ Recruiting for SWAT students and schools ○ Becoming more involved in policy <p>At the end of this presentation there was discussion about the possible loss of some core funding in the proviso language for 2008/09.</p>	
11:10 a.m.	<p>Presentation: Drug Free Coalition of Suwannee County. A copy of the PowerPoint Presentation is in Tab 3 of the Notebook.</p>	<p>A thirty minute presentation with PowerPoint slides delivered by Mr. Steven Schneitman, Director of the Youth Advocacy Partnership of Live Oak, Florida, assisted by Mr. Darnell Pressley and Mr. Dyer Robertson, youth members of the program.</p> <p>Mr. Schneitman gave a brief history of the Suwannee County partnership. As a result of reduced statewide funding in 2003, the partnership became the Drug Free Coalition of Suwannee County.</p> <ul style="list-style-type: none"> • The county is relatively rural and members have not seen much of the “I care” campaign. Adult ads were seen. • Presenter claimed to be in a “black hole” of media, however 	<p>Tobacco Advisory Council had requested a presentation by a community grantee and this was in response to that request.</p> <p>Second year renewal is pending.</p> <p>All providers will be kept abreast of the Departments efforts to maintain core funding.</p>

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		<p>Zimmerman stated earlier that ads were running in every media market in the state.</p> <ul style="list-style-type: none"> • Youth members stated the on-line Zimmerman materials were good and useful. • Principal work is a) youth empowerment and 2) anti spit tobacco counter marketing. • Suwannee was a tobacco producing county and many local people chew tobacco. The coalitions efforts are aimed at de-glamorizing the use of spit tobacco. Baseball players image as spit tobacco users is a major problem for youth. • Coalition youth are doing school presentations at all grade levels and have completed 15 presentations. • This group felt that a unified statewide message for the youth program was desirable. They felt it fostered communication between counties. • The coalition is attempting to be present at all county events such as rodeos and county fairs. • They are using an on-line system evaluation system (not named). 	
11:40 a.m.	<p>Presentation by the Florida Department of Business and Professional Regulation, Division of Alcohol and Tobacco (ABT) Ms. Cynthia Hill, Director of the Division of Alcoholic Beverages and Tobacco</p>	<ul style="list-style-type: none"> • The ABT has existed for 76 years and is the second largest revenue producer in the state, employing 372 individuals • Carries out its responsibilities through the three bureaus of Licensing, Auditing, and Enforcement. • The Division regulates approximately 71,000 active alcoholic beverage and tobacco licenses, of which approximately 31,000 are tobacco retail sale licenses. • Regarding tobacco, the Division conducts Synar enforcement of underage sales to minors, and also partners with the Department of Health on enforcement of the Florida Clean Indoor Air Act FS 386. <p>The ABT is responsible for compliance with the federal Synar Amendment. Since 1992 all states are required to comply with national legislation governing tobacco sales to minors.</p>	<p>The Department of Business and Professional Regulation is an important partner to the Department of Health. As the new comprehensive tobacco program enters its second year, the two agencies will seek to find new ways to collaborate for the public good.</p> <p>Community grantee agencies from the DOH furnish youth agent volunteers to help the Synar retail sales enforcement.</p> <p>The Division of Alcohol and Tobacco recommended that going forward they partner with DOH to:</p> <ol style="list-style-type: none"> 1. Provide more community based

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		<ul style="list-style-type: none"> • Before Synar implementation sales to minors exceeded 60% nationally • During the past eight years Florida by vigorous enforcement has maintained rates of 8.3% or lower and is well within compliance • The Synar regulations follow federal protocol that calls for a yearly state level random sampling of tobacco outlets • The sampling results are reported yearly to the federal government and must not exceed 20% of retail outlets selling tobacco to minors • Surveys are unannounced and attempt to make buys using youth agents. Fines and even loss of license can result • States exceeding a 20% retailer violation rate lose substance abuse and mental health funding block grant funding until the problem is corrected and this has happened outside Florida <p>Florida Clean Indoor Air Act (FCIAA): The Florida Department of Health and the Division of Alcohol and Tobacco partner to protect Floridians from the hazards of secondhand smoke in restaurants and other public indoor spaces. The DOH maintains a 40 hour per week hotline and the ABT conducts inspections and handles complaints. Citizens are urged to call in an report indoor smoking in violation of the clean indoor air act.</p> <p>Statistics about the Synar regulations and the Florida Clean Indoor Air Act were presented and are included in the PowerPoint handout in the notebooks at the end of Tab 3.</p> <p>Question and Answer Section:</p> <ol style="list-style-type: none"> 1. Question: Why are youth agents in Synar enforcement required to give their correct age if asked while non agents are usually not truthful? Response: State laws about entrapment require youth to be truthful if asked their age. 2. Question: Would it be fruitful to increase fines for 	<p>collaboration</p> <ol style="list-style-type: none"> 2. Provide additional school education about tobacco 3. Identify tobacco trainers

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		<p>corporations that have many Synar violations? Response: Yes, but it would require legislative review. In general the penalties for both sales to minors and clean indoor air violations are too low.</p> <p>3. Question: What challenges do you see? Response: The penalties mentioned above and the lack of definition of statutory terms in the clean indoor air act.</p> <p>4. Question: How closely do you work with local law enforcement? Response: Very closely. They know our agents and we depend on them for information. We also obtain information about violations from community tobacco and community anti-drug coalitions.</p>	
12:15 p.m.	Overview of Community Workplans	<p>This was a staff presentation by Carlos Martinez with Dr. Lori Westphal.</p> <p>The Tobacco Advisory Council was referred to a 57 page report entitled <i>Overview of Community Work Plans, All Round 1 RFP Awards</i>.</p> <p>The report was a year to date accountability summary of the progress that 52 grantees (all the community RFP community grants funded in Round 1 on 11/2007).</p> <p>Mr. Martinez explained the report is by county and measures each grantees accomplishments in the areas of:</p> <ul style="list-style-type: none"> • Partnership formation • Youth services for tobacco prevention • Tobacco related chronic disease prevention and intervention • Secondhand smoke reduction <p>It is important to note:</p> <ol style="list-style-type: none"> 1. There is great variability due to local needs, county size, and selection of objectives. 2. All of the programs are relatively new (less than 7 months) and may not have reached their potential. 	The Subcommittees will discuss this report in their breakout sessions. Staff will be available to provide clarification if needed.

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		<p>3. This is a pre-completion report intended to give the Tobacco Advisory Council an early look at project progress. Some may complete additional deliverables by the end of the contract year on 6/30/08.</p> <p>The report reflected how DOH tracks and measures each grantees' work. The report also shows strengths and weaknesses to the projects themselves and to project planners for the future. In addition to this report, the DOH also has individual contract monitoring reports for each of the grantees.</p> <p>The DOH is in the process of analyzing a survey of these same grantees by gathering additional information about outputs and outcomes. While not yet complete, this other report has shown that there is an issue with slow implementation and that the average implementation lag for all 52 projects is 51 days from award to fully operational. When County Health Departments are compared to Community Based Organizations, the County Health Departments average is 58 days while the Community Based Organizations average is 25 days. Clearly there is a need to reduce implementation times and the DOH will work to monitor this issue and provide technical assistance where needed.</p> <p>Staff also included a three page list of policy initiatives that comply CDC's evidence-based best practices. Some of the grantees were working on smoke free campus initiatives. The discussion centered on the issue of preemption of smoking regulation by the state of Florida. In summary, it may be better to work with the existing statute than to challenge a common law statute.</p> <p>There was also discussion about whether Subcommittees could make recommendations to the Advisory Council about these projects continuation funding and Deputy Secretary Berfield</p>	

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		said yes, that was an appropriate action.	
12:40 p.m.	Lunch Break		
1:20 p.m.	Subcommittee Breakouts	See individual Subcommittee Meeting notes at http://www.doh.state.fl.us/tobacco/TAC.html#Sub-Committees	
3:10 p.m.	Subcommittee Reports to the Advisory Council Youth Programs	<p>There were three recommendations from the Youth Programs Subcommittee:</p> <ol style="list-style-type: none"> 1. Recommend the DOH allocate funding for the 39 core funded Tobacco Prevention Specialists positions. In addition, this must be done quickly before the June 30, 2008 deadline. It is important to appreciate that without the 39 core positions, the RFP funded positions will also suffer as they depend on the core funded positions. 2. Recommend that DOH bring Zimmerman Inc. and youth representatives together to examine the effectiveness of the current media program. When this is done insure that both SWAT and non SWAT youth are invited. 3. Youth Programs should meet with the other Subcommittees to determine how best to collaborate going forward. <p>The following motion in support of the first recommendation was offered and passed:</p> <p>“The Tobacco Advisory Council recommends to the State Surgeon General (SSG) the tobacco program find funds to support the 39 Tobacco Prevention Specialist providing tobacco infrastructure at the local level. We also recommend the SSG work with the Governor and the Legislature to have continuity of funding through 2010 as well as consistency in budget and program categories.”</p> <p style="text-align: center;">Webster/Waters passed.</p>	The recommendations and motions will be presented to the Chair of the Tobacco Advisory Council
3:20 p.m.	Subcommittee Reports to the Advisory Council	The Surveillance and Evaluation Subcommittee provided their recommendations in the forms of motions that were placed	The recommendations and motions will be presented to the Chair of the Tobacco

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	<p>Surveillance and Evaluation</p>	<p>before the Advisory Council as follows:</p> <p>“The Tobacco Advisory Council recommends the State Surgeon General find additional funding in FY 2008/09 through FY 2009/10 to support the Florida Quitline’s unexpected high volume of calls and requests for tobacco cessation counseling.” Webster/Howell passed.</p> <p>“The Tobacco Advisory Council recommends to the State Surgeon General that she review the Fixed Capital Outlay category with regards to future needs. Howell/Webster passed.</p> <p>“The Tobacco Advisory Council recommends to the State Surgeon General that for FY 2009/10 the tobacco program institute an independent peer review process by April, 2009 to monitor community contract progress toward measurable objectives in their work plans and to insure grantees comply with CDC best practices.” Webster/Howell passed.</p> <p>“The Tobacco Advisory Council recommends to the State Surgeon General that the tobacco program prepare an overall evaluation plan of all programs listing program elements how they relate to CDC best practices, expected outcomes for each funded elements, and how they are evaluated.” Webster/Howell passed.</p> <p>“The Tobacco Advisory Council recommends to the State Surgeon General that the community RFP grants be refunded and an interim performance report completed in December of 2008 for all the grants. The refunded grants shall have standardized workplans, consistent terminology, and identify programs needing technical assistance.” Webster/Withers passed.</p>	<p>Advisory Council</p>

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3:35 p.m.	Subcommittee Reports to the Advisory Council Health Communications	<p>This Subcommittee had several recommendations and one motion as follows: Recommendations:</p> <ol style="list-style-type: none"> 1. The Subcommittee recommends to the DOH that Subcommittee Meeting Notes need to be delivered to the Subcommittee in a more timely fashion. Extensive review of the Meeting Notes is not necessary prior to sending to the Subcommittee. We are concerned about both these issues. 2. There appears to be a disconnect (recognized by both the DOH and Zimmerman Inc.) between the local areas and the Zimmerman campaign. The Subcommittee recommends to the DOH that DOH and Zimmerman provide recommendations on how to resolve this issue. 3. The Subcommittee recommends to the Advisory Council that the DOH explore how best to utilize the medical students throughout the state of Florida. Medical students are eager to help and can be valuable in clinics and doctor’s offices. 4. The Subcommittee recommends to the Advisory Council that cdc compliant tobacco cessation materials be created and provided to doctor’s office to replace tobacco industry cessation materials. Further, doctors and health care professionals should be informed that the AMA and the FMA both have resolved that tobacco industry materials of dubious value should not be offered to patients. 5. The Subcommittee recommends to the Advisory Council that the Council examine how best to get input from all the diverse tobacco prevention programs in our state to improve the media campaign efforts. 6. The last recommendations was made in the form of a motion as follows: <p>“The Health Communications Subcommittee recommends this council draft a letter to the governor, the House of Representatives and the Senate to communicate to them that</p>	The recommendations and motions will be presented to the Chair of the Tobacco Advisory Council

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		<p>increasing the price of tobacco products is the most effective way to achieve reductions in tobacco use, particularly for children. The letter would be signed by members, not necessarily the chair of the council.”</p> <p style="text-align: center;">Deason/Howell. passed.</p>	
4:00 p.m.	Next steps and Meeting Wrap Up Meeting Evaluation	<p>Deputy Secretary Berfield thanked the Advisory Council for all the work they had completed today. She affirmed that she would take this information back to the State Surgeon General.</p> <p>Mr. Don Webster, spokesperson for the Surveillance and Evaluation Subcommittee offered the comment that he was not only concerned about regional staff, but also expressed concern about headquarters staff and evaluate the issue and take whatever measures are appropriate. Mr. Webster also asked if a final version of the motions would be circulated.</p> <p>Ms. Detscher expressed gratitude about the meeting. Mr. Deason spoke in support of the proposed letter to the governor and the legislature by saying that the Advisory Council was not proposing some wild idea out of nowhere, but that we were just reporting the state of the world to the Governor, the Senate, and the House of Representatives as we are charged to do.</p>	The recommendations and motions will be presented to the Chair of the Tobacco Advisory Council
4:17 p.m.	The Meeting was adjourned		