

## Draft Minutes: Tobacco Education and Use Prevention Advisory Council Subcommittees

**Subcommittee:** Youth Programs  
**Date:** October 10, 2008  
**Time:** 1 p.m. –3:00 p.m.  
**Location:** Telephone conference call

**Members Present**

Penny Detscher  
 Javier Berezdivin  
 Erin Sylvester (Chair)

**Members Absent**

John T. Brown  
 Matthew Myers  
 Dr. Mae Waters

**Others Present**

Carlos Martinez	DOH	Matt Thompson	Zimmerman Inc.
Jennifer Harris	DOH	Karyn Cardona	Zimmerman Inc.
Anne Black	DOH	Pam Schultetus	Zimmerman Inc.
Kristina Zachry	DOH	Adrienne Fani	Zimmerman Inc.
Judy Stephany-Ahern	DOH consultant		

**Desired outcomes:**

Coordinate youth input into the tobacco program.

Topic/lead	Discussion	Status/Follow up
<b>Opening comments</b>	The meeting was called to order at 1:02 p.m. The roll was called by Carlos Martinez. Only three members were present and there was no quorum.	The meeting can proceed but, since there is no quorum, no motions can be passed.
<b>Subcommittee Old Business Approval of the revisions to the June 2, 2008 minutes, and approval of the July 11, 2008 minutes</b>	Mr. Martinez explained to the Subcommittee that since no quorum was present no motions or recommendations could be passed. Approval of the last meetings minutes will be carried forward to the next meeting's (11/7/08) agenda.	Resend minutes that need to be approved.
<b>Subcommittee Old Business Other Subcommittee Issues</b>	Other issues were: 1) The attendance at Subcommittee calls is low. This needs to be placed on the next agenda. Can a member designate someone to represent them? 2) Members also reviewed and discussed the previous minutes. One member	1) There is a handout clearly stating who can designate. Carlos Martinez will forward. 2) Previous handouts were

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	<p>requested copies of previous handouts and these were forwarded to them by Carlos Martinez.</p> <p>3) The excise tax increase letter proposed by Mr. Marshall Deason was discussed and Carlos Martinez gave an update of the status of the letter.</p> <p>4) Members asked the Matrix of Evaluation Plans be forwarded to them.</p>	<p>emailed again to anyone who did not have them.</p> <p>3) No follow up requested.</p> <p>4) Matrix of Evaluation plans will be sent to Subcommittee.</p>
<p><b>Subcommittee business: New business, update about SWAT meeting</b></p>	<p>Ms. Jennifer Harris, a member of the Health Communications Subcommittee, helped to organize the SWAT youth meeting in Orlando planned for 10/17-19/08 and gave an update on the status of the meeting. Twelve adult and 18 youth assisted in developing an agenda and an action packed program. At this meeting, youth will assess the current SWAT program, elect new e-board members, and study future directions.</p> <p><b>Discussion:</b> Members asked how many Advisory Council members were going to attend this meeting and whether their expenses would be reimbursed. Members also asked if other statewide meetings like the one scheduled for 10/17-19/08 are planned. <b>Response:</b> Three tobacco Advisory Council members have expressed a desire to attend (as of 10/10/08) and their expenses will be paid by DOH. No other statewide SWAT meetings are planned at this time.</p>	<p>No follow up requested.</p>
<p><b>Report from Zimmerman, Inc. (Z. Inc.) about next year's media</b></p>	<p>Z. Inc. has been reviewing, listening and conducting research about some possible new directions for the media campaign. They have met with Students Working Against Tobacco (SWAT), reviewed focus group data, and conducted additional research to “freshen” the campaign. Their discussion was accompanied by a PowerPoint discussing how to increase the effectiveness of the campaign including:</p> <ol style="list-style-type: none"> <li>1) The need for an emotional appeal to affect behavior change.</li> <li>2) The need to move on from a “smoking is bad” message to a more positive platform of healthy living that utilizes confidence, pride, ownership, and self respect resulting in self empowerment and freedom from tobacco.</li> <li>3) Providing tools to empower those who have quit to help others quit.</li> <li>4) Recognition in the campaign of how difficult it is to quit smoking.</li> <li>5) Continuing popular activities such as sports figures endorsements.</li> <li>6) Asking smokers to choose freedom and not allow themselves to be defined by smoking.</li> <li>7) The specific goals of the campaign will be to: <ul style="list-style-type: none"> <li>• Raise awareness of the issue of tobacco use</li> <li>• Reach diverse audiences</li> <li>• Create messages that empower youth to not use tobacco</li> <li>• Empower smokers to quit smoking</li> </ul> </li> <li>8) Z. Inc. reported the media website and local calendar will be ready later this</li> </ol>	<p>Z. Inc. and the DOH should consider the recommendations made in the discussion portion of this agenda item.</p>

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	<p>month (October, 2008). The overarching campaign theme will be: <i>Be Free Through Tobacco Free Florida.</i></p> <p><b>Discussion:</b> Two members questioned Z. Inc. about the effectiveness of the Smokifier Van. One member asked if there were any publications showing the evidence base supporting use of the Smokifier Van as a tobacco prevention intervention. Another member stated the on-line Smokifier “effects of smoking feature” (takes photograph and shows effects of smoking) was not working properly. Staff from Z. Inc. replied that they deferred to DOH for demonstrations of the effectiveness of the Smokifier, but they had anecdotal evidence of its popularity among community based providers as well as the COPD foundation.</p> <p>Other Subcommittee comments:  <ol style="list-style-type: none"> <li>1) Z. Inc. should conduct research on the role of empowerment in youth tobacco prevention.</li> <li>2) The campaign should consider capitalizing on youth’s resistance to being manipulated.</li> <li>3) Is Zimmerman Inc. utilizing the normal human reaction against being endangered by secondhand smoke? Self protection is a strong motivator.</li> </ol> </p>	
<p><b>Subcommittee New Business: review of the opportunities and gaps handout</b></p>	<p>On March 3, 2008 the TAC identified a list of gaps, opportunities, strengths and challenges for the Florida tobacco program. Ms. Judy Stephany, who moderated the March 3, 2008 meeting, gave an update on progress made for each item on the list. A handout with prioritized gaps and opportunities was sent read-ahead.</p> <p><b>Discussion:</b> There was considerable discussion among the members about the gaps and opportunities list. One thought it was useful, since it allowed them to review the priorities developed earlier and examine progress made. Another felt that the progress made (in the excise tax area for example) was not substantial. Members agreed that much progress had been made in the Florida Quitline. Members also agreed they wanted more information in the area of partnership formation and numbers of partners involved with tobacco control. Members were reminded by Ms. Judy Stephany-Ahern that Florida has only 25% of the funding recommended by the CDC in Best Practices for Comprehensive Tobacco Control 2007.</p>	<p>Robertson Inc. evaluation should address partnership formation.</p>
<p><b>Subcommittee business Agenda for the next meeting</b></p>	<p>The Subcommittee members requested:  <ol style="list-style-type: none"> <li>1) Zimmerman update at each meeting</li> <li>2) Update from the DOH staff about the Summit. Also, update by one of the</li> </ol> </p>	<p>The requested items will be placed on the agenda.</p>

<b>Topic/lead</b>	<b>Discussion</b>	<b>Status/Follow up</b>
	youth about the revised mission.	
<b>Adjournment</b>	The meeting adjourned at 2:59 p.m.	