

Minutes: Tobacco Education and Use Prevention Advisory Council

Subcommittee: Youth Programs
Date: December 1, 2008
Time: 1:02 p.m. – 3:00 p.m.
Location: 4052 Bald Cypress Way, Room 105

Members Present

John T. Brown	Javier Berezdivin
Jeffery Cece	Danny McGoldrick
Dr. Mae Waters	Penny Detscher

Members Absent

Erin Sylvester

Others Present

Laura Corbin	DOH	Monica Corbett	Zimmerman Inc. (Z. Inc.)
Christina Zachary	DOH	Pam Schultetus	Zimmerman Inc. (Z. Inc.)
Dave Powell	DOH	Laura Deeb	Citizen at large
Vincent Irving	DOH	Auriel Rolle-Polk	Student and SWAT member

Desired outcomes:

Coordinate youth input into the tobacco program.

Topic/lead	Discussion	Status/Follow up
Roll call and welcome	The meeting was called to order at 1:02 p.m. The roll was called and six Subcommittee members were listed. There is a quorum present.	Subcommittee can make motions and conduct business.
Approval of previous minutes	<p>The Subcommittee was tasked with reviewing previous minutes that had been approved without a quorum as well as reviewing the minutes of the last meeting on 11/7/08. Members discussed the minutes in question and Mr. John T. Brown moved that all previous minutes be approved. The motion was seconded by Mr. Javier Berezdivin and passed by voice vote.</p> <p>Dr. Waters requested that the minutes of 11/7/08 be amended to substitute the words “very active STRIKE” to “active STRIKE”.</p>	<p>Motion: to approve all previous unapproved minutes. Brown/Berezdivin Passed. The minutes of 7/11/08, 8/8/08, 10/10/08 and 11/7/08 were approved.</p> <p>Motion: to amend the first page of the minutes of 11/7/08 from “very active STRIKE” to “an active STRIKE”. Waters/Detscher passed. The minutes will be corrected.</p>
Subcommittee Old Business, other	1) Members discussed the need for the Council in full session to devote considerable time to youth programming. Dr. Waters also recommended	1) The Department will consider these recommendations.

Topic/lead	Discussion	Status/Follow up
Subcommittee issues	<p>inviting graduates of the Students Working Against Tobacco (SWAT) program who are now adults to attend the next Tobacco Education and Use Prevention Advisory Council meeting. The purpose would be to demonstrate the extent of skill building and character the SWAT program instills upon its participants.</p> <p>2) The Subcommittee continued its previous discussion about the status of college age youth participation in tobacco prevention and control. Ms. Laura Corbin, the newly appointed BTPP Youth Coordinator, was asked to present an update about this topic on the February 4, 2009 Subcommittee call.</p> <p>3) One Subcommittee member asked the new Youth Coordinator to speak to the feasibility of supporting a statewide youth program. The following challenges were listed by Ms. Corbin:</p> <ul style="list-style-type: none"> • Travel restrictions due to budget shortfalls make it hard to coordinate statewide meetings • There is not a consistent statewide youth program; youth programs are funded on a county specific basis with county specific content • County level supervisors have been reluctant to support SWAT but may be more willing to do so after the statewide meeting of 10/17-19/08. 	<p>2) Ms. Laura Corbin will present an update to the Subcommittee about college age youth during the February 2009 call.</p>
Subcommittee new business, discussion of low attendance at Subcommittee calls	<p>Attendance at 3 of the last 4 Subcommittee calls has been low. Members discussed ways to improve the attendance. Several suggestions were made including 1) more frequent reminder notices to members, 2) changing the date and time since some members are not available on the current Friday call schedule, and 3) having a Youth Advocacy Board member attend the Youth Programs Subcommittee calls.</p> <p>In conclusion, the members agreed that the calls should still occur monthly, but the date and time should change to Wednesday from 3:30 to 5:00 p.m. This time would allow youth to listen in as they are usually out of classes by 3:30 p.m.</p>	<p>1) DOH staff will send out more frequent meeting reminders.</p> <p>2) The date and time of the call will be changed beginning February 4, 2009 to the first Wednesday of the first full week of each month from 3:30 to 5:00 p.m. The new dates and times will be posted in the Florida Administrative Weekly and members will be forwarded a copy of that posting.</p> <p>3) Ms. Laura Corbin will invite youth Advisory Board members to attend Youth Programs Subcommittee calls. Youth will be instructed prior to participation on the format of the Subcommittee calls.</p>
Subcommittee new business, discussion of the effect of increasing the	<p>The Subcommittee members discussed the following aspects of a price increase in tobacco products:</p> <ul style="list-style-type: none"> • The need to educate citizens and decision makers about the fact that 	<p>Ms. Corbin will attempt to obtain a New York state toolkit about the excise tax and provide an update to the</p>

Topic/lead	Discussion	Status/Follow up
<p>price of tobacco products</p>	<p>product price increase is the single most effective evidence based strategy to reduce tobacco</p> <ul style="list-style-type: none"> • The need to educate citizens on the likely prevention and cessation impact of increasing the unit price. • The Campaign for Tobacco Free Kids has a website with fact sheets that community partnerships can use to support education about the effects of product price increase • The CDC currently has materials about this topic that can be placed on the Tobacco Free Florida website • The need for the SWAT program to have uniform policy goals <p>Ms. Laura Corbin, the new Youth Coordinator at the BTPP was asked to obtain a sample product price increase “toolkit” used to engage local partnerships in New York state. The Subcommittee also asked Ms. Corbin to inquire of tobacco control staff in New York how youth were involved in their state’s excise tax policy change at the local and state level. The Subcommittee recommended engaging all aspects of the tobacco program in favor of the increase of product price, within the constraints of state statute.</p>	<p>Subcommittee about the extent of youth involvement in the product price increase issue in that state.</p>
<p>Subcommittee new business, report by a youth member about the SWAT statewide meeting of 10/17-19/08</p>	<p>Auriel Rolle-Polk A member of the newly formed Youth Advisory Board (YAB), provided an update to the Subcommittee about the statewide SWAT meeting. She listed the following accomplishments at the meeting:</p> <ol style="list-style-type: none"> 1) Creation of new Youth Advocacy Board to replace the former SWAT E-board 2) Creation and adoption of a new SWAT mission statement that empowers youth 3) A feeling that this is a new time and there are many expectations for the revitalized SWAT program <p>Discussion: Following her update Ms. Rolle-Polk was asked about challenges. She stated that in her opinion there needed to be a call to action for youth during the coming year. She also suggested further clarification and refinement of the relationship of the youth program to the “Be Free” campaign being developed by Z. Inc.</p>	<p>Ms. Rolle-Polk later presented a similar summary to the Council in the post Subcommittee session briefing at the end of the Council meeting of 12/1/08. The DOH is grateful for her participation.</p>
<p>Subcommittee new business, update from Z. Inc.</p>	<p>Ms. Monica Corbett of Z. Inc. responded to Ms. Rolle’s concern that further work needed to be done to align the youth program with the new “Be Free” campaign. She stated that Z. Inc. was in process of developing some creative ideas for youth prevention for January 5, of 2009, and that the Department had asked youth be present for this meeting.</p> <p>One Subcommittee member questioned the variance between the “Be Free”</p>	<p>The Department and Z. Inc. will continue to solicit youth input from SWAT, the Subcommittee and the CDC as well as the existing youth programs at the local level.</p>

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	<p>campaign and the youth mission statement developed at the SWAT statewide meeting. Ms. Corbett responded that Z. Inc. was working, and would continue to work, to tailor the message to each tobacco audience including youth.</p> <p>There was additional discussion about the need for a functioning SWAT website. The current SWAT website is not available due to access issues with the American With Disabilities Act. The suggestion was made that persons on the web searching for SWAT be redirected to the Tobacco Free Florida web site. This possibility is being explored by Z. Inc. and the BTPP. Mr. John T. Brown made a motion seconded by Mr. Berezdivin to recommend the Department develop a SWAT webpage that focuses on membership recruitment and registration and includes Youth Advisory Board input.</p>	<p>Z. Inc. will continue to refine the message of “Be Free” for all populations.</p> <p>Motion: Mr. John T. Brown made a motion to recommend the DOH develop a SWAT webpage that focuses on membership recruitment and registration and includes Youth Advisory Board input. Brown/Berezdivin, passed</p>
Subcommittee new business, agenda for the next meeting	<ol style="list-style-type: none"> 1) Z. Inc. will update the Subcommittee on topics relevant to youth programs 2) Ms. Laura Corbin will provide an update on New York state’s toolkit to educate community tobacco projects about product price increase 3) A member of the Youth Advisory Board will be invited to attend Subcommittee calls beginning in the month of February, 2009. 	<p>The items listed will be placed on the agenda.</p>
Subcommittee new business, recommendations to the Advisory Council	<p>The following recommendations were made by the Subcommittee:</p> <ol style="list-style-type: none"> 1) Devote considerable time to youth programming during the next Council meeting. 2) Engage all aspects of the Florida tobacco program, within the constraints of Florida law, to promote education and training about the impact of product price increases upon prevention and cessation. 3) Support the creation of a SWAT website (possibly within Tobacco Free Florida) to promote youth participation and registration. 	<p>The recommendations made by the Subcommittee will be taken under consideration by the DOH.</p>
Adjournment	<p>The meeting adjourned at 3:00 p.m.</p>	