

Minutes: Tobacco Education and Use Prevention Advisory Council

Subcommittee: Youth Programs
Date: July 11, 2008
Time: 1:02 p.m. – 3:00 p.m.
Location: Telephone conference call

Members Present

Javier Berezvidin
 John T. Brown

Members Absent

Penny Detscher	Robin Peters
Mathew Myers	Erin Sylvester
Dr. Mae Waters	

Others Present

Carlos Martinez	DOH	Jacqui Sosa	DOH
Gregg Smith	DOH	John Nicholas	Zimmerman Inc.
Kim Berfield	DOH	Pam Schultetus	Zimmerman Inc.
Dave Garison	DOH	Monica Corbett	Zimmerman Inc.
Dr. Lori Westphal	DOH		

Desired outcomes:

Discuss recommendations made in previous meetings
 Discuss the draft letter to recommend an increase in the price of tobacco products

Topic/lead	Discussion	Status/Follow up
Opening comments	The meeting was called to order at 1:02 p.m. The roll was called by Carlos Martinez.	
Introduction and approval of previous minutes	The group spokesperson, Erin Sylvester, notified DOH she could not attend the call. Javier Berezdivin was appointed spokesperson. Mr. Berezdivin called for comments or corrections to the minutes. Mr. Berezdivin then asked a summary of the E-board responses be added to the minutes of 6/2/08.	Summarize E-board responses and add to the minutes of 6/2/08.
Subcommittee business Discussion of two epidemiological updates from the research literature	Dr. Westphal presented two research articles addressing recent epidemiological findings in tobacco prevention. One from the Journal of the American Medical Association and another from CDC's <i>Morbidity and Mortality Weekly Report</i> .	Continue to monitor this trend. The JAMA letter shows an increasing trend in youth use of non-cigarette tobacco products that bears watching. Continue to monitor this trend. The

Topic/lead	Discussion	Status/Follow up
		second article suggests it is possible to reduce youth tobacco use by implementation of best practices for tobacco control and prevention.
<p>Subcommittee business Discussion of the Subcommittee recommendation and other topics</p>	<p>The Subcommittee members reviewed the list of recommendations from the meeting of 6/2/08 and the following were discussed.</p> <ol style="list-style-type: none"> 1. Subcommittee members recommended creation of a master calendar of local or regional events to improve coordination with the media campaign. 2 A Subcommittee member requested the DOH attempt to locate a publication about “Partnership Promotion and Structure” to assist community grantees. 3. A Subcommittee member also requested the DOH obtain the dollar figure for the Miami Dade County Health Department. 4. The Subcommittee members requested the list of recommendations be carried forward for discussion on the next call on 8/8/08. 5) The Subcommittee also requested Z. Inc. continue to attend calls. <p>The Subcommittee members were informed retention of the 39 TPS positions had been accomplished for 08/09. Z. Inc discussed their efforts to obtain feedback for the campaign from SWAT youth by attending E-board conference calls and participating in the upcoming SWAT yearly meeting. They will continue to participate in the E-board calls going forward. Collaboration between Youth Programs and the other Subcommittees was also discussed and Dr. Westphal made the suggestion that the matrix of evaluation plans discussion scheduled for 9/8/08 will allow the Subcommittees to exchange information. .</p>	<ol style="list-style-type: none"> 1. Z. Inc. and DOH will create an on-line calendar of grantee events. Z. Inc. will monitor the calendar. 2. DOH staff will inquire and update the Subcommittee. 3) The requested numbers will be forwarded. 4) The discussion of the recommendations will be placed on the agenda for 8/8/08. 5) Z. Inc. will continue to participate in calls.
<p>Subcommittee Business Draft letter about tobacco price increase</p>	<p>Subcommittee members received a letter drafted by Mr. Marshal Deason about recommending an increase in the unit price of tobacco products through increasing the excise tax. Mr. Deason was present on the call to answer questions about the letter. The intent is to have this letter be signed by as many Tobacco Advisory Council members as are comfortable with the content. It will be addressed to the Governor, and the entire Legislature (both House and Senate). The letter would be sent in November, after the next election, so that it can reach newly elected members.</p>	<p>The draft letter regarding the excise tax increase will be discussed at the Tobacco Advisory Council meeting on 9/8/08.</p>

Topic/lead	Discussion	Status/Follow up
	<p>The Subcommittee felt the letter was an important step that presented the evidence for the prevention effect of a price increase in tobacco products. Mr. Berezdivin stated he had contacted the agency that appointed him to the Advisory Council, and inquired whether or not it was appropriate for him to vote about this issue. He stated he was told to vote his conscience.</p>	
<p>Subcommittee New Business Agenda for 8/8/08 and, Recommendations to the Tobacco Advisory Council</p>	<p>1) Subcommittee members suggested the following for the next agenda.</p> <ul style="list-style-type: none"> • Carry forward recommendations • Update the Subcommittee about the Master Calendar • Continue updates from Z. Inc. <p>2) There were no recommendations to the Advisory Council.</p>	<p>The requested topics will be placed on the agenda for 8/8/08.</p>
<p>Adjourn:</p>	<p>The meeting was adjourned at 3:00 p.m.</p>	