

Minutes: Tobacco Education and Use Prevention Advisory Council Subcommittees

Subcommittee: Youth Programs
Date: August 8, 2008
Time: 1:02 p.m. – 1:49 p.m.
Location: Telephone conference call

Members Present

John T. Brown
Dr. Mae Waters

Members Absent

Penny Detscher	Javier Berezdivin
Matthew Myers	Erin Sylvester

Others Present

Carlos Martinez	DOH	Matt Thompson	Zimmerman Inc.
Dave Garison	DOH	Monica Corbett	Zimmerman Inc.
Donna Washington	DOH	Pam Schultetus	Zimmerman Inc.
Dr. Lori Westphal	DOH	Adrienne Fani	Zimmerman Inc.

Desired outcomes:

Coordinate youth input into the tobacco program.

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.	
Subcommittee business Approval of the revisions to the June 2, 2008 minutes, and approval of the July 11, 2008 minutes	<p>1) Minutes from 6/2/08 TAC meeting were discussed. Mr. Brown moved that the minutes be approved with the attachment of the SWAT E-Board response report. This motion was seconded and passed unanimously.</p> <p>2) Minutes from the 7/11/08 Subcommittee meeting were presented. Mr. Brown moved to that the minutes be approved as submitted. This motion was seconded and passed unanimously.</p>	<p>1) Motion: Approve the minutes of 6/2/08 with the attachment of the report entitled “Summary of E-board Responses, 8/6/08” as written. Brown/Waters, passed.</p> <p>2) Motion: Approve the minutes of 7/11/08 as submitted Brown/Waters, passed.</p>
Subcommittee business Report from Zimmerman, Inc. (Z. Inc.)	1) Z. Inc. reported that the media calendar requested by the Subcommittee will be incorporated into the Media Center at www.TobaccoFreeFlorida.com . Z. Inc. will maintain the calendar	2) DOH Staff will provide Z. Inc. an email distribution list of RFP grantees and county TPS staff. Z. Inc. will email the

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	<p>and coordinate campaign events such as the Smokifier appearances with local activities. There will be a tickler system (emails sent to Media Center subscribers) to inform media center participants of new events. RFP grantees and DOH tobacco staff can post event information. Event postings will be automatically sent to Yahoo and another site called eventful (http://eventful.com/). A recommendation was made to send an email to all DOH community-based grantees to inform them of this new utility.</p> <p>2) Other discussion topics:</p> <ul style="list-style-type: none"> • Z. Inc. is working on the coming year’s campaign and fielding new ideas. • Z. Inc expressed their gratitude to Gregg Smith for emailing new research findings regarding youth tobacco prevention topics. • Z. Inc. will continue to attend the SWAT E-board conference calls. 	<p>creation of the online calendar of local events to those on the distribution list.</p> <p>2) Gregg Smith will continue to forward research findings.</p>
<p>Subcommittee business Discussion of recommendations from June 2, Advisory Council meeting</p>	<p>As requested on 7/11/08, the Subcommittee members reviewed the list of Youth Programs recommendations from their 6/2/08 meeting and suggested the following:</p> <p>1) Make time for Youth Programs Subcommittee to meet with the Surveillance and Evaluation Subcommittee during the Advisory Council meeting of 9/8/08. The Youth Subcommittee also mentioned the need to collaborate with the Health Communications Subcommittee to make sure the youth message was being disseminated. Dr. Westphal stated she thought this could be accomplished during the course of the meeting.</p> <p>2) The Subcommittee members felt that the Youth E-board responses indicated universal approval for keeping the name of the youth program, SWAT (Students Working Against Tobacco). There was additional discussion about working with the youth to develop a mission statement consistent with the CDC’s <i>Best Practices for Comprehensive Tobacco Control Programs, 2007</i></p>	<p>1) DOH will review the agenda for 9/8/08 to develop sufficient time to allow the Subcommittees to communicate.</p> <p>2) DOH will collaborate with Z. Inc. to develop a number of choices to present to youth for the youth program Mission Statement.</p>
<p>Subcommittee business Agenda for the next meeting</p>	<p>1) The Subcommittee requested an update from Z. Inc. about the E-board conference calls.</p> <p>2) The Subcommittee also requested an update from the DOH on the status of the 39 TPS positions at the local level.</p>	<p>1) Z. Inc. will update on 9/8/08</p> <p>2) DOH will update on 9/8/08</p>

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	There were no recommendations to the Tobacco Education and Use Prevention Advisory Council.	
Adjourn	The meeting adjourned at 1:49 p.m.	