

**Tobacco Education and Use Prevention Advisory Council
4052 Bald Cypress Way, Tallahassee, Florida
Youth Subcommittee Meeting Minutes
March 1, 2010**

Youth Subcommittee Members Present:

Danny McGoldrick, M.A.	Penny Detscher, B.A.
Javier Berezdivin, Ph.D.	Tim Wilder, M.S.
Mae Waters, Ph.D., C.H.E.S.	
Jeffrey Cece, M.S.	

Youth Subcommittee Members Absent:

Erin Sylvester, Chair	
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Others Present

Donna Williams	Monica Corbett, Erin Cole, and Karyn Cardona (The Zimmerman Agency)
Robbie Leggett	Stephen Harwick
Laura Corbin	Lauren Coffman and Kahreem Golden (Tobacco Youth Advocacy Board)
Joe Scarfone	James Lewis
Dave Powell	Steven Rose
Erin Singerman	

Welcome and Introductions

Tim Wilder led the meeting because Chair Erin Sylvester was absent.

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Mae Waters, Ph.D. moved and Danny McGoldrick seconded the motion to approve the minutes as written. The minutes were approved.

Subcommittee Old Business

Penny Detscher discussed the Department of Education's (DOE) trust funds earmarked for teacher training, research, and evaluation. A principal concern for DOE is why school districts do not apply for tobacco grants funded by its trust funds. Recommendations from a University of Florida study found teachers need more training. Ms. Detscher said teachers need training on evidence-based strategies and integrated training, as opposed to creating more programs and packages.

Ms. Detscher explained Palm Beach County recently finished a three-year online teacher training program. Ms. Detscher suggested using the trust fund dollars to offer a statewide program for all teachers to become Tobacco 101 experts. From that training, teachers could provide evidence-based strategies within their classrooms and receive 20 in-service points. Laura Corbin suggested linking teachers to county tobacco-free partnerships as a way to integrate the program within the community.

Lauren Coffman suggested implementing "The Artful Truth" program as a way to incorporate tobacco programming into art classes. Javier Berezdivin, Ph.D. expressed concern that teachers are overwhelmed, and there is strong competition for their priorities. Acting Chair Tim Wilder stated all 67 superintendents will be in Tallahassee for a meeting in March. Acting Chair Wilder asked Ms. Detscher to present the tobacco grant program to superintendents during one of the sessions.

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Dr. Waters suggested including hookah information in the teacher training. Ms. Corbin stated she would confirm with Jennifer Harris if hookah was already included. Ms. Corbin also said she believes SWAT Advisors in Palm Beach County are mandated to take certain components, which could assist in standardizing some of the universal training needs.

Acting Chair Wilder suggested enhancing the already mandated HOPE Program for all ninth-graders in Gulf County. Ideally, the program would be adapted to include evidence-based strategies towards benchmarks for specific subject areas, such as a science lesson in tobacco.

Ms. Detscher suggested inviting a teacher from Palm Beach to the next youth subcommittee meeting. Ms. Detscher also offered to provide the training password to the youth subcommittee for access to the training site.

Subcommittee New Business - Revised 2010 Subcommittee Calendar

The youth subcommittee revised the call meeting calendar. The subcommittee's new calendar provides for one call between TAC meetings. If a second call is required, the subcommittee will contact Jane Parker in time so that the call will be announced at least two weeks prior to the date. Acting Chair Wilder requested a motion for approval of the revised youth subcommittee calendar. Dr. Waters moved and Mr. McGoldrick seconded. The motion was approved by voice vote.

Revised Youth Sub-committee Meeting Calendar

April 14, 2010	Scheduled phone meeting
May 12, 2010	Optional phone meeting
June 7, 2010	Face-to-face TAC meeting
July 14, 2010	Scheduled phone meeting
August 11, 2010	Optional phone meeting
Sept 13, 2010	Face-to-face TAC meeting
October 13, 2010	Optional phone meeting
November 10, 2010	Scheduled phone meeting
December	No meeting

Update from The Zimmerman Agency

Monica Corbett, The Zimmerman Agency

Monica Corbett announced the new youth prevention and young adult cessation television spots were launched February 15, 2010 and will run through March 14, 2010. The youth prevention spot plays off the Twilight or vampire genre and features the tobacco industry's infiltration into the movies. The young adult cessation spot imitates reality television and plays off popular television shows such as the Real World and Jersey Shore. Within the first week of launching the young adult cessation spot, calls to the Quitline increased 37 percent. It is unknown if the increase is in the targeted audience.

Ms. Corbett stated The Zimmerman Agency collaborated with the Youth Advisory Board (YAB) to develop and film a 90 second SWAT Recruitment PSA, with an additional 30

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seconds for local tagging. The PSA can be shortened for morning announcements and other free media.

Ms. Corbett discussed the secondhand smoke broadcasts scheduled to launch March 15, 2010 to coincide with Tobacco Free Florida Week from March 21 – 28, 2010. Smokeless broadcasts are scheduled to launch in designated rural markets on April 5, 2010 and will run through May 2, 2010. Based on recommendations from Research Triangle Institute, the smokeless broadcast is a retag of media from the CDC Media Resource Center highlighting Rick Bender.

Agenda Items for April 14, 2010 Conference Call

Dr. Waters suggested a follow-up discussion on the teacher training led by Ms. Detscher. Dr. Waters suggested a follow-up on recommendations made in June 2009, for the YAB and SWAT youth to have four meetings per year. Ms. Corbin stated the Department has provided two meetings and is working towards planning a third meeting, and grantees, per their contracts, have completed all of their required trainings for this fiscal year. Dr. Waters suggested the four recommended youth meetings be included in the grantee's next fiscal year's contracts. Ms. Corbin reminded the subcommittee travel is restricted and several meetings were cancelled due to the travel regulations.

Dr. Javier Berezdivin suggested regional drive-in meetings to eliminate hotel and other travel expenses. Dr. Javier Berezdivin motioned in support of more meetings and trainings and Dr. Waters seconded the motion. Dr. Javier Berezdivin echoed Dr. Waters' suggestion that additional trainings be included in the grantee's next fiscal year's contracts.

Joe Scarfone pointed out the workplan guidance for FY 2010 – 2011, includes four regional meetings. It was recommended the trainings included in the workplan guidance also be included in the FY 2010 - 2011 grantee contracts.

Dr. Berezdivin moved the Youth Subcommittee supports the travel budget included in the fiscal year 2010 – 2011 workplan guidance be included in the grantee contracts. Dr. Waters seconded.

Robbie Leggett suggested grantees use their local training budgets to collaborate with other counties. Kahreem Golden stated he would like to see additional youth at the TAC meetings. He recommended using tobacco funds from the attending youth's county to fund this travel.

Subcommittee Recommendations

The Youth Subcommittee supports the travel budget to include four one-day regional, two Youth Advisor Board, and three statewide meetings. The recommendation was seconded and approved by voice vote.

There being no further discussion, the meeting was adjourned.