

**Tobacco Education and Use Prevention Advisory Council
Surveillance and Evaluation Subcommittee
Teleconference Meeting Minutes
October 23, 2009**

Surveillance and Evaluation Subcommittee Members Present:

Ralph DeVitto, Chair	Commissioner Wayne "Chip" Withers, B.S.B.A.
James T. Howell, M.D.,M.P.H.	
Tim Wilder, M.S.	

Surveillance and Evaluation Subcommittee Members Absent:

Chet Evans, M.S., D.P.M.	Kevin Sherin, M.D., M.P.H.
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Department of Health – Staff Present:

Lauren Porter	Carlos Martinez
Jane Parker	

Call the Meeting to Order

Ralph DeVitto, Subcommittee Chair

Roll Call

Carlos Martinez, Bureau of Tobacco Prevention Program

August 31, 2009 Meeting Minutes

Ralph DeVitto, Subcommittee Chair

Chair Ralph DeVitto asked if members had reviewed the August 31, 2009 minutes and if there were any comments or corrections. No corrections were offered and the minutes were approved as written. Mr. Wilder was welcomed to the subcommittee.

Bureau of Tobacco Prevention Program Evaluation Matrix

Lauren Porter, Ph.D., Bureau of Tobacco Prevention Program

Dr. Porter explained the Evaluation Matrix was last updated on October 22, 2009. There are no updates on the University of Miami evaluation and the report will be submitted during December. The University of Miami's evaluation of The Zimmerman Agency's media efforts was discussed. The subcommittee wanted to know if it was possible for the results to be presented at the March 1, 2010 Tobacco Education and Use Prevention Advisory Council (TAC) meeting. Dr. Porter advised that she didn't see why there could not be a presentation. Dr. Porter also said that during the December 7, 2009 TAC meeting, two independent evaluators would provide reports. The two evaluators are: 1) Professional Data Analysts - The Florida Quitline and Quitline Media evaluation annual reports were received October 19, 2009, and 2) Research Triangle Institute - The evaluator for the overall Bureau of Tobacco Prevention Program will submit their report on November 17, 2009.

The Robertson Consulting Group's contract was renewed for six months and Dr. Robertson will present during the March 1, 2010 TAC meeting on an updated partnership assessment, the county data profile, and the community grantees' quarterly reports. It was determined that an agenda item for the next 2010 subcommittee call would be to have Dr. Robertson provide an update on the evaluation work completed by her company.

Seven potential evaluators responded to the Florida Area Health Education Centers (AHEC) Network Invitation to Negotiate (ITN) and two evaluators were selected for negotiation. Dr. Porter expects an evaluator will be selected during November and a contract written during December. As part of the evaluation, a SWOT (Strengths, Weaknesses, Opportunities, and

Threats) analysis was requested for each of the five AHEC program offices and the 10 service area centers. There was a question on how the AHECs will be contacted regarding their evaluation results on how the results will be shared beyond the TAC and the Florida Legislature. It was discussed that Division Director Myrick will utilize the information to improve the program. There was consensus that the evaluations will provide important information for improvement. A discussion took place and it was decided that beginning with the next subcommittee meeting, the Evaluation Matrix will be on each agenda.

New Business

Carlos Martinez reported on the Automated Tobacco Activity Collection System (ATACS) that went live in July 2009. At present, the community grantees are entering their quarterly reports into the system.

A discussion of county funding took place and there are 64 out of 67 counties now funded; with Baker, Flagler, and Liberty Counties not funded. There was a discussion regarding the funding of small counties vs. large counties. A concern regarding substantial funding for large counties was discussed and it was mentioned that the large counties need to have the necessary resources to drive down tobacco consumption.

Discussion took place regarding agenda items for the January meeting. A motion on two recommended agenda items for the January meeting was made and seconded. The motion carried and is as follows:

- 1) To request Mr. Danny McGoldrick speak on the new FDA tobacco regulations and how they affect Florida.
- 2) To discuss if the TAC should engage drug store chains regarding their tobacco product placement and sale of tobacco.

It was explained that Dr. Chet Evans was attending a family member's funeral and unable to participate in the call today. A sympathy card will be sent on behalf of the subcommittee. Subcommittee members commended Carlos Martinez for his service and welcomed Jane Parker to her new role.

The next date for the subcommittee will be set in the next couple of weeks. It was moved and seconded to adjourn for the day. Meeting adjourned.