

## Surveillance and Evaluation Subcommittee Minutes

**Date:** January 9, 2009  
**Time:** 9:05 -10:29 a.m.  
**Location:** Telephone Conference Call

**Members Present**

Don Webster Dr. Jim Howell  
 Chip Withers

**Members Absent**

Dr. Robert A. J. Fernandez Michael Lannon  
 Dr. Jean Malecki

**Others Present**

Carlos Martinez DOH Leslie Clarke Robertson Consulting Group, Inc. (RCG, Inc.)  
 Jamie Weitz DOH Shelley Robertson RCG, Inc.  
 Dr. Lauren Porter DOH

**Desired outcomes**

Discuss subcommittee recommendations

Topic/lead	Discussion	Status/Follow up
<b>Opening Comments: Roll call and welcome</b>	The meeting was called to order at 9:05 a.m. Three subcommittee members were present. There was no quorum.	
<b>Approval of previous minutes</b>	<p>The previous minutes were not approved due to the lack of quorum. The subcommittee members suggested the following steps to increase attendance:</p> <ol style="list-style-type: none"> <li>1) Provide more reminders (email and phone) to members and their secretaries.</li> <li>2) Send out a year long schedule of calls.</li> <li>3) Re-evaluate the membership of each subcommittee; encourage members to participate. Allow non participating members to withdraw from a subcommittee.</li> <li>4) Reach out to members that are statutorily allowed to designate and suggest they appoint an alternate, preferably a person with evaluation experience.</li> </ol> <p><b>Discussion:</b> The members felt this was a delicate issue, but it was creating a problem in conducting the subcommittee’s business. One member reported that in other committees, members who missed three meetings in a row without cause were dropped. The subcommittee also discussed aligning conference call dates with the submission of tobacco program evaluation reports. They requested the Evaluation Matrix be updated to include a field containing due dates of reports.</p>	<ol style="list-style-type: none"> <li>1) Completed.</li> <li>2) Completed.</li> <li>3) DOH will place this topic on the next Council agenda.</li> <li>4) Completed</li> </ol> <p>The Evaluation Matrix will be updated and forwarded to the subcommittee.</p>

<b>Topic/lead</b>	<b>Discussion</b>	<b>Status/Follow up</b>
<b>Subcommittee New Business: update about the evaluation of contracted community projects</b>	<p>Shelley Robertson of RCG, Inc. presented an update of the four evaluation contract deliverables.</p> <ol style="list-style-type: none"> <li>1) Statewide overview of tobacco trends during the last ten years, including smoking rates, disparity populations, youth attitudes, and tobacco related chronic disease.</li> <li>2) Tobacco status report for each county that looks at 26 tobacco indicators.</li> <li>3) Compliance review of all workplans and deliverables to determine “did grantees achieve their objectives, and are these objectives consistent with CDC’s <i>Best Practices for Comprehensive Tobacco Control Programs 2007</i>.”</li> <li>4) Key informant interviews of grantees. Examines gaps and problems of implementation, and ways to improve performance from the provider’s viewpoint.</li> </ol>	<p>RCG, Inc. will continue to provide updates.</p> <ol style="list-style-type: none"> <li>1) Completed</li> <li>2) Completed</li> <li>3) Under review DOH</li> <li>4) In process</li> </ol>
<b>Subcommittee New Business, update on the Florida Adult Tobacco Survey</b>	<p>Jamie Weitz, of the Bureau of Epidemiology, presented highlights of the Florida Adult Tobacco Survey:</p> <ul style="list-style-type: none"> <li>• The adult survey was completed in October of 2008.</li> <li>• The sample size was doubled from the previous survey.</li> <li>• The response data have been sent to the CDC for weighting.</li> </ul> <p><b>Discussion:</b> One member felt that there was too much data in general and four or five statistics were of more value to the public. Another member felt that detailed reports showed areas where specific needs exist, or progress has been made. The detailed reports are also useful when working with local groups or legislators.</p>	
<b>Subcommittee New Business, agenda for next meeting</b>	<p>The subcommittee members requested the following agenda items:</p> <ul style="list-style-type: none"> <li>• Additional discussion of the recognition of partners issue</li> <li>• Another update from RCG, Inc.</li> <li>• Discussion of “due date” field to the Evaluation Matrix</li> <li>• Review of Florida Youth Survey Fact sheets</li> </ul>	Placed on the next agenda.
<b>Recommendations to the TAC</b>	<p>Members asked the following recommendations be considered by the Council.</p> <ol style="list-style-type: none"> <li>1) Follow up on award and recognition issue.</li> <li>2) Follow up on the subcommittee attendance issue.</li> </ol>	These will be placed on the agenda for the Council.
<b>Adjournment</b>	The meeting was adjourned at 10:29 a.m.	