

Minutes: Tobacco Education and Use Prevention Advisory Council Subcommittees

Subcommittee: Surveillance and Evaluation
Date: November 7, 2008
Time: 9:03 -9:47 a.m.
Location: Conference call

Members Present

Don Webster (Chair)

Members Absent

Dr. Robert Fernandez	Chip Withers
Dr. Jean Malecki	Michael Lannon
Dr. Jim Howell	

Others Present

Carlos Martinez	DOH	Leslie Clarke	Robertson Consulting Group Inc.
Dr. Lori Westphal	DOH	Shelley Robertson	Robertson Consulting Group Inc. (RCG Inc.)

Desired outcomes

Discuss Subcommittee recommendations

Topic/lead	Discussion	Status/Follow up
Opening Comments: Roll call and welcome	The meeting was called to order at 9:03 a.m. by Mr. Webster. The roll was called by Carlos Martinez.	Only one member was present. There was no quorum. The meeting occurred, but no motions could be passed.
Approval of previous minutes	Given the lack of quorum, the previous minutes could not be approved.	The previous minutes (8/8/08) and (10/10/08) will be re-visited on 12/1/08.
Subcommittee Old Business: Other subcommittee issues	<p>1) Mr. Webster requested a clarification on pp. 1 and 2 of the Evaluation Matrix about the Professional Data Analysts Inc. (PDA) evaluation of the American Cancer Society Florida Quitline. DOH staff explained that PDA’s contract required they produce one evaluation of the callers to the Quitline (numbers, demographics, trends etc) and another of the effectiveness of media used to promote the Quitline.</p> <p>2) Mr. Webster recommended the Evaluation Matrix be shared with the Tobacco Advisory Council meeting in general session on December 1, 2008.</p> <p>3) Mr. Webster discussed the desirability of posting completed evaluation reports on line on the DOH tobacco website (http://www.doh.state.fl.us/tobacco/tobacco_home.html).</p>	<p>1) PDA’s efforts on the Evaluation Matrix have been clarified to reflect the two evaluations.</p> <p>2) DOH will do so.</p> <p>3) DOH will create an evaluation reports page on its tobacco web site.</p>

Topic/lead	Discussion	Status/Follow up
	<p>Discussion: Mr. Webster and Dr. Westphal discussed the peer review process currently under preparation whose goal is to re-bid the community tobacco control contracts for fiscal year 09/10. Both agreed this was an objective and desirable way of selecting vendors. Dr. Westphal also discussed the automated tobacco activity collection system (ATACS) which will make the community process more transparent and allow us to track workplans and produce better reports. Dr. Westphal also discussed the Funding Opportunity Announcement (FOA) from the CDC which has just been released. The new FOA may result in additional funds and it combines three program areas: tobacco, diabetes, and the Behavioral Risk Factor Surveillance System.</p>	
<p>Subcommittee New Business: update about the evaluation of contracted community tobacco control projects</p>	<p>Robertson Consulting Group Inc. (RCG Inc) of Sarasota Florida briefed the subcommittee on the four evaluation deliverables they had completed to date. These were:</p> <ul style="list-style-type: none"> • State-level tobacco use data analysis report • Interim evaluation report • Report of suggested indicators for state and county tobacco use profiles • County profile format <p>These deliverables are currently under review by DOH. RCG Inc. will present a format for key informant interviews to the Surveillance and Evaluation Subcommittee on 12/1/08.</p> <p>RCG Inc. then asked for questions or comments and none were offered.</p>	<p>RCG Inc. will keep the Surveillance and Evaluation Subcommittee up to date about the evaluation of community contracts.</p>
<p>Subcommittee New Business: low attendance on calls</p>	<p>Mr. Webster asked if it was appropriate for a Council member to raise the topic of low participation by contacting Deputy Secretary Berfield directly. Dr. Westphal responded that it was. He stated that as the Chair of this committee he would request that we look at increasing attendance. Mr. Webster also requested clarification about designation of stand in replacements at conference calls.</p>	<p>DOH staff will respond to Mr. Webster about designation.</p>
<p>Subcommittee New Business: Agenda for next meeting</p>	<p>1) Mr. Webster stated that the Evaluation Matrix was extraordinarily helpful and that, ultimately, we will have to demonstrate that our approaches are working. He also stated this Evaluation Matrix will serve us well as the legislature examines our efforts.</p> <p>2) The next Subcommittee meeting should have a briefing about the newly released Florida Youth Tobacco Survey (FYTS).</p>	<p>1 Council discussion of the Evaluation Matrix will be placed on the agenda as soon as possible.</p> <p>2) DOH staff will prepare FYTS fact sheets for inclusion in the next Council notebook.</p>
<p>Recommendations to the TAC</p>	<p>There were no recommendations to the Tobacco Advisory Council.</p>	<p>No follow-up required.</p>
<p>Adjournment</p>	<p>The meeting was adjourned at 9:47 a.m.</p>	