

## Minutes: Tobacco Education and Use Prevention Advisory Council Subcommittees

**Subcommittee:** Surveillance and Evaluation  
**Date:** December 1, 2008  
**Time:** 1:05 -3:00 p.m.  
**Location:** 4052 Bald Cypress Way, Room 310 L

**Members Present**

Paul Hull (for Don Webster, Chair)                      Dr. Jim Howell

**Members Absent**

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

**Others Present**

Carlos Martinez	DOH	Dave Garrison	DOH
Leah Gardner	DOH	Leslie Clarke	Robertson Consulting Group Inc. (RCG Inc.)
Dr. Lauren Porter	DOH	Shelley Robertson	Robertson Consulting Group Inc.
Dr. Lori Westphal	DOH	Julie Rainey	Professional Data Analysts Inc.

**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 1:05 p.m. by Dr. Westphal. The roll was called and only two Subcommittee members are present. There is no quorum.	Only two members were present. There was no quorum. The meeting occurred, but no motions could be passed.
<b>Approval of previous minutes</b>	Given the lack of quorum, the previous minutes could not be approved.	The previous minutes will be re-visited on 1/9/09.
<b>Subcommittee New Business: update about the evaluation of contracted community projects</b>	<p>Robertson Consulting Group Inc. (RCG Inc) of Sarasota Florida briefed the Subcommittee on the status of their evaluation of all community tobacco grantees. There are community grants in each of the 67 counties, some awarded to county health departments (CHD's) and others to Community Based Organizations (CBO,s).</p> <p><b>Rationale:</b> The Tobacco Education and Use Prevention Advisory Council on 6/2/08 recommended the DOH refund the committee projects for a second year (08/09) and conduct an evaluation completed prior to the end of that year that addressed standardization of workplans and identification of projects needing technical assistance. Robertson Inc. was selected by competitive bid to conduct the evaluation.</p> <p><b>Time Frame:</b> The evaluation period covers the entire first fiscal year (07/08) and one</p>	RCG Inc. will keep the Surveillance and Evaluation Subcommittee informed as results become available.

Topic/lead	Discussion	Status/Follow up
	<p>quarter of the second year (08/09), approximately 11/1/07 to 9/30/08. Robertson Inc. will have a draft final report by March 1, 2009.</p> <p><b>Performance Measures:</b> Robertson Inc. will be using 25 performance indicators in four main areas:</p> <ul style="list-style-type: none"> <li>• Preventing teen use</li> <li>• Reducing tobacco burden from tobacco associated chronic disease</li> <li>• Reducing secondhand smoke, monitoring exposure and developing strong secondhand smoke policies</li> <li>• Documentation of coordination among stakeholders in the community partnership including nature and types of cooperation &amp; collaboration</li> </ul> <p>In addition, Robertson Inc. will conduct key informant interviews of both CBO and CHD grantees, analyze completeness and fidelity of workplans relative to contracted activities, and identify grantees and/or topics needing technical assistance.</p> <p><b>Discussion:</b> Subcommittee members were favorably impressed by the contractor's thoroughness and willingness to work with the DOH to meet deadlines. The Subcommittee recommended that, if it were permissible under current contract conditions, the DOH renew this contract for additional terms.</p>	
<p><b>Subcommittee New Business, low attendance on calls</b></p>	<p>The Subcommittee members agreed that the calls were productive and should continue at the monthly intervals even though low attendance at calls is not optimal. 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 year long schedule of calls so members can save the date.</li> <li>3) If necessary, the State Surgeon General or the Deputy Secretary should re-evaluate the membership of each committee and encourage members to participate.</li> </ol>	<ol style="list-style-type: none"> <li>1) Additional reminders will be sent by DOH staff.</li> <li>2) A complete schedule of calls will be forwarded to members.</li> <li>3) The State Surgeon General and the Deputy Secretary will be apprised of the problem.</li> </ol>
<p><b>Subcommittee New Business, update on the Florida Youth Tobacco Survey</b></p>	<p>Dr. Westphal gave a brief summary of the youth survey highlights:</p> <ul style="list-style-type: none"> <li>• This will be the 4<sup>th</sup> year for county level data.</li> <li>• There were no remarkable changes from the previous year</li> <li>• Monthly youth cigar use is now comparable to cigarette use</li> <li>• As soon as final results and fact sheets are available they will be forwarded to the Subcommittee</li> </ul>	<p>The final report and fact sheets for the Florida Youth Tobacco Survey will be forwarded as soon as they are available.</p>
<p><b>Subcommittee New Business, recognition of partners and media sports volunteers.</b></p>	<p>Subcommittee members felt it was important to recognize partners who have contributed to the first year' success. The State Surgeon General should be made aware of this recommendation and work with the Council to list the partners and recognize them in some fashion.</p>	<p>The State Surgeon General and the Deputy Secretary will be made aware of this recommendation.</p>
<p><b>Subcommittee New Business, agenda for next meeting</b></p>	<p>The Subcommittee members requested the following agenda items:</p> <ul style="list-style-type: none"> <li>• An update by Robertson Inc.</li> <li>• Updates on both the Florida Youth Tobacco Survey and the Florida Adult Tobacco</li> </ul>	<p>These items will be placed on the next agenda.</p>

<b>Topic/lead</b>	<b>Discussion</b>	<b>Status/Follow up</b>
	Survey <ul style="list-style-type: none"> <li>• Any other surveillance and evaluation issues deemed important by DOH staff</li> </ul>	
<b>Recommendations to the TAC</b>	<ol style="list-style-type: none"> <li>1) County level evaluation contract needs to be ongoing (more than a year)</li> <li>2) Additional notices about meetings need to be sent to improve attendance</li> <li>3) Advertising partners need to be recognized</li> </ol>	<ol style="list-style-type: none"> <li>1) The feasibility of renewing the RCG contract will be studied.</li> <li>2) DOH staff will increase the frequency of reminders for the Subcommittee calls.</li> <li>3) The State Surgeon General will be made aware of the recommendation for the recognition of partners.</li> </ol>
<b>Adjournment</b>	The meeting was adjourned at 3:00 p.m.	