

Tobacco Education and Use Prevention Advisory Council
Senate Office Building, Room 110, Tallahassee, Florida
Meeting Minutes
August 31, 2009 – September 1, 2009

September 1, 2009

Advisory Council Members Present:

Ana Viamonte Ros, M.D., M.P.H., State
Surgeon General, Chair
Alan Geiger, Esquire

Mathis Becker, M.D., F.A.C.S

Barbara Richardson, Ph.D. (for Michael Good,
M.D.)

Danny McGoldrick, M.A.
James T. Howell, M.D., M.P.H.
Javier Berezdivin, Ph.D.
John P. Fogarty, M.D.
Kevin Sherin, M.D., M.P.H.
Mae Waters, Ph.D., C.H.E.S.

Fonda McGowan, M.S.
Jeffrey Cece, M.S.
Jennifer Harris, B.A.
Marshall Deason, Esquire
Penny Detscher, B.A.
Ralph DeVitto

Advisory Council Members Absent:

Chet Evans, M.S., D.P.M.
Erin Sylvester

Michael Lannon, M. Ed.
Commissioner Wayne "Chip" Withers, B.S.B.A.

Department of Health – Management Present:

Janine B. Myrick, J.D., Director
Division of Health Access and Tobacco

Janet K. Baggett, M.S., C.H.E.S., Chief,
Bureau of Tobacco Prevention Program

Department of Health – Management Absent:

Kimberly A. Berfield
Deputy Secretary for Advocacy & Policy

Department of Health Staff Present:

Carlos Martinez
Dave Garison
Dave Powell
Diane Dimperio
Donna Williams
Gregg Smith
Jacqui Sosa
Jennifer Tschetter
Wes Payne

Karen Goodson
Kristina Zachry
Laura Corbin
Lauren Porter
Manny Arisso
Michelle Beard
Robby Leggett
Ron Davis

Sam Samlal
Sonja Bradwell
Steve Radford
Terri Stone
Erin Singerman
Kelly Darling
Joanna Colburn
Jennifer Condon

Others Present:

Major Stabb and Captain Cave
(Department of Business and Professional
Regulation)

Ben Armstrong (Infinity Software)

Anne Betzner and Julie Rainey
(Professional Data Analysts)
Shelley Robertson (Robertson Consulting
Group)

Matthew Farrelly, Erik Crankshaw, Brenda
Wiggins-Stone, and Maria Girlando (Research
Triangle Institute)
Noella Dietz and David Sly (University of Miami)

Monica Corbett (The Zimmerman Agency)

Melissa Murray and Jamie Weitz (DOH, Bureau
of Epidemiology)

Reconvene Meeting

**Ana Viamonte Ros, M.D., M.P.H.
State Surgeon General, Chair**

The State Surgeon General reconvened the meeting and welcomed the attendees to the second day of the Tobacco Education and Use Prevention Advisory Council (TAC).

Bureau of Tobacco Prevention Program Update – Youth Based Programs

**Laura Corbin
Youth Advocacy Coordinator**

Ms. Laura Corbin, Youth Advocacy Coordinator, provided a status update of Florida's youth and young adult programs. This initiative includes youth, ages 11-17, and the tobacco disparity population, ages 18-24. Beginning in 2009-2010, the community tobacco prevention grant, (Community Grant) mandated a minimum of one Students Working Against Tobacco (SWAT) group in every county and required every tobacco partnership have 25 percent youth membership. The Community Grantee Work Plan includes two outcomes relevant to youth: Goal 1, Outcome 1.1 "Increased Restrictions on Minors Access to Tobacco" and Outcome 1.2 "Reduced Tobacco Industry Influences."

The youth program goals, which are endorsed by the Centers for Disease Control and Prevention (CDC) Best Practices, are to use youth as stakeholders to:

- Create tobacco free policy change.
- Reduce access to tobacco.
- Eliminate secondhand smoke exposure.
- Counter the tobacco industry's influence in society.

The youth program accomplished the following:

- Conducted two trainings for county tobacco staff regarding key tobacco issues and youth interventions.
- Hired a new Youth Advocacy Coordinator.
- Held a statewide youth meeting for the SWAT Program.
- The Youth Advocacy Board (YAB) was created to represent youth from throughout Florida. The YAB, with 12 members, meets regularly and has developed a membership section process, and provided technical assistance on chaperoning and youth transportation. The YAB also:
 - Proposed a redesign of the SWAT logo and created a new mission statement.
 - Created Tobacco Free Advocacy Kits to be included on SWAT website.
 - Determined a statewide theme for Kick Butts Day.
 - Conducted monthly calls inviting all SWAT youth throughout Florida.
- SWAT sponsored local World No Tobacco Day activities and a statewide webinar on candy flavored tobacco products and conducted a webinar on health warning labels required on tobacco packaging.
- SWAT supported 55 different Kick Butts Day activities and produced 14 pieces of earned media for Kick Butts Day.
- Nationally recognized speakers toured the state.

Ms. Corbin spoke on the scope of college-aged initiatives. Most are not directly funded by the Bureau of Tobacco Prevention Program, however; resources and technical assistance are provided. During 2008-2009, there were approximately 21 initiatives that focused on creating smoke-free zones on campus. Some initiatives are partnering with the Area Health Education Centers (AHEC) network and others are connected to an alcohol-harm reduction college initiative called BACCHUS.

Ms. Corbin stated that challenges remain in integrating the youth program into the larger comprehensive program, updating the youth website, and making progress on the social networking sites. TAC members suggested that the youth program maintain the cessation component and work closely with the AHEC network. Dr. Richardson, AHEC at the University of Florida (UF), explained how they use older UF students in health professions as mentors to youth. TAC members asked if the Bureau of Tobacco Prevention Program had a formal mechanism to link the young adult initiatives with the other components of tobacco prevention. At present, there is no linkage and the young adult initiatives stand alone. Mr. McGoldrick recommended studying the workings of Ignites, <http://www.ignitegeneration.org/>; an organization of former youth advocates. Ms. Corbin said the SWAT website will be available at the next meeting.

***Bureau of Tobacco Prevention Program Update –
Marketing***

**Monica Corbett
The Zimmerman Agency**

Ms. Monica Corbett, The Zimmerman Agency (Zimmerman), presented a PowerPoint that included 2009 highlights, performance indicators, activation plans, and a summary of the past year's activities.

1) 2009 Highlights:

- The initial Tobacco Free Florida Week declared by Governor Crist.
- Several stakeholders and smokers have taken the “be free” pledge.
- Florida Quitline (Quitline) call volume from Hispanics has almost doubled from the previous year.
- Media efforts were associated with high caller conversions-to-counseling in Quitline.
- Large scale sports partnerships garnered massive community awareness.
- Paid and earned media campaign exposure achieved great visibility with collegiate and professional sports; including basketball, baseball, football, and NASCAR.
- 60,000 fans and friends enrolled at online social networks.
- Tobacco Free Florida experienced a record setting month in which www.tobaccofreeflorida.com received 47,773 visitors.
- Approximately 300 million tobacco-free online media impressions were delivered.

2) Key Performance Indicators for 2010:

In addition to these goals, there are additional performance measures in the Zimmerman contract:

- Increase brand awareness of Tobacco Free Florida to 80 percent.
- Increase Quitline call volume compared to last year's peak that took place during New Year's promo flight.
- From December 2009 - June 2010, increase the www.floridaquitline.com visits to 110,000 visitors.
- From September 2009 - June 2010, increase www.tobaccofreeflorida.com/prevention visits to 50,000 visitors.
- Diversify sports team franchise partnerships.
- Increase Facebook fans by 25 percent.
- Increase event participation with local grantees and key stakeholders by 20 percent.

3) Examples of Activation Plans:

- Hire minority sub-consultants for the development of minority specific media.
- Leverage media spend to garner large scale added value, such as free spots, deep discounts, sponsorships, promotions and robust event sponsorships.

- Secure statewide television, radio buys and digital exposure to support Tobacco Free Florida awareness with each professional and college team partner.
- Generate “buzz” through unconventional media options.

Ms. Corbett discussed the challenges of competing with tobacco companies with billion dollar media budgets. The industry is constantly shifting tactics, as evidenced by the increase of smokeless products such as SNUS, flavored tobacco products, and attractively packaged chewing tobacco. The group viewed ads from tobacco companies, including one with a movie quote from the Tobacco Institute, “A cigarette manufacturer should be permitted to negotiate with the filmmaker to ensure that its brands, rather than those of its competitors, will be used.” Ms. Corbett said that for decades, movies, television and now video games have glamorized tobacco. Ms. Corbett said Zimmerman provides a media hub that hosts media spots for the community grantee’s use. She discussed future Zimmerman initiatives, such as youth outreach to the movie industry to reduce tobacco use in film. Community outreach will play a large part in the upcoming year with key audiences, such as youth ages 18-24, Hispanic, Haitian, and African American minorities and the Lesbian, Gay, Bisexual, and Transgender (LGBT) groups.

The presentation included secondhand smoke prevention and smoking cessation. Secondhand smoke ads are being run in all media types. As presented in day-one of the meeting by the Professional Data Analysts, call volume to the Quitline is closely tied to media efforts and especially to free nicotine replacement therapy (NRT). Zimmerman’s goal is to modulate the ads to obtain an even response to Quitline ads, so that counselors are not overwhelmed during peak periods.

A discussion began on co-branding with other stakeholders, such as the AHECs. It was mentioned the goal of co-branding is to increase the visibility of the Tobacco Free Florida logo. Zimmerman was asked what it was doing to support the local grantees. For example, if the tobacco industry runs outrageous ad, can Zimmerman quickly alert the grantees? Ms. Corbett said Zimmerman is working on rapid responses.

***Media Evaluation
Marketing***

**Noella A. Dietz, Ph.D.
University of Miami**

Noella A. Dietz, University of Miami (University), is the Principal Investigator on this independent evaluation of the media used in the Bureau of Tobacco Prevention Program. Dr. Dietz has extensive experience in evaluating media used for tobacco prevention. The primary evaluation objective is “To monitor and track the reach and penetration of the media campaign and its individual components including tobacco-free TV, radio, billboards, web pages and distributed promotional events.”

The methodology will use CDC approved measures designed to detect who reports awareness, of an ad and most importantly, who can confirm they saw an ad by stating the ad’s message or theme. The evaluation will focus on outcomes and only after the short-term outcomes have penetrated into the population can we expect to see changes in the intermediate-outcomes. Once this happens, significant changes in behavior should be evident. For the evaluation, the University conducts custom surveys by using a third party vendor to obtain large sample frames. All telephone surveys are timed around the placement of the ad. The sample size for all surveys, conducted with youth, young adults, and adults, is 2,200 respondents.

Dr. Dietz explained that each ad was examined individually for event and theme confirmation. These results suggest that for youth, there is very little theme confirmation from the current ads,

whatever the media. She said this is problematic because the message is important. The ads for both youth and adults also show the ability to target by gender, since some ads are clearly more effective for males. The University uses three ways to measure awareness of an ad: 1) Gateway Item: Have you recently seen/heard a tobacco-free or anti-smoking advertisement? 2) Event Confirmation: Can you describe what happens in this advertisement? 3) Theme Confirmation: What was the main message or theme of this advertisement? There are four measures of confirmation: 1) Event (one event correctly), 2) Theme (if theme can be related back, then Theme Awareness), 3) Event or Theme (remembers one or the other), 4) Event and Theme (strongest level of evidence).

Dr. Dietz discussed all the youth ads run in the previous two years and examined penetration of ads, by gender, age, and ethnicity. The results show that some ads created for adults have more penetration among youth (Buckle Up). Dr. Dietz said these studies clearly show the difference in confirmation by gender, for certain ads (males confirmed the “Catch” ad more than females).

- TV ads had the highest youth event and theme awareness and radio ads had much lower youth awareness rates.
- Billboard ads had higher awareness rates than web pages or radio.
- Promotional items had very low awareness rates.
- The tobacco free campaign had high rates (close to 40 percent) of event confirmation, but low rates (5 percent) for theme confirmation.
- Males and females show a similar pattern event and theme confirmation.
- Event confirmation is only slightly higher by age for 14, 15, and 16 year olds; with age 16 being the highest.
- Even by the most liberal method of awareness confirmation (all media types plus promotional), under 60 percent of females confirmed and close to 70 percent of males confirmed.

Dr. Dietz then discussed ads for adults and said the results of adult ad awareness were similar in pattern to the youth; with TV having much greater awareness than radio. Similarly to youth, some ads had greater confirmation for males than females and there was greater event confirmation than theme confirmation. For adults, high-income event and theme confirmation was slightly higher for the upper incomes (\$76,000+ per year), but the distribution is relatively even over all income groups. Dr. Dietz said there was relatively low reach for all the ads.

During discussion, a TAC member asked if there were any comparative numbers from the previous Florida Truth Campaign. David Sly, who worked on the Florida Truth Campaign’s evaluation, said the youth penetration rate was much higher for the Florida Truth Campaign than the current campaign. He said the two are not comparable because when the Florida Truth Campaign took place, the Florida Tobacco Control Program was strictly a youth-oriented program and there was less internet influence. A TAC member suggested that Zimmerman contact Ms. Detscher, TAC member appointed by the Department of Education (DOE) Commissioner, to see about increasing the reach among youth. Further discussion focused on if there was a theme recognition goal for Zimmerman. It was stated that Zimmerman was advised to be “kind and gentle” in its approach to tobacco prevention advertising and now might be time to become more “edgy.”

Matthew Farrelly, Research Triangle Incorporated (RTI), said that research is showing strong emotional measures are better at getting a response. He explained that messages with strong emotions have less “clutter” with which to compete. Discussion continued regarding Florida’s

limited resources, a strategic review of the media campaigns, and if there are criteria to show the level of reach Florida should be experiencing. Dr. Farrelly and Dr. Sly, both with CDC experience, agreed the CDC recommends a reach of 75 percent, and at least over 50 percent.

**Subcommittee Reports-
Youth Programs Subcommittee**

The Youth Programs Subcommittee made the following four recommendations to the TAC:

- 1) Have a TAC member present at the Students Working Against Tobacco (SWAT) statewide meeting and the person selected should be Dr. Berezdivin.
- 2) The DOH allows and encourages grantees to conduct regional youth summits by including these into budgets.
- 3) Contact names and responsibilities for headquarters, regional and county staff be listed on the DOH tobacco prevention outward facing website.
- 4) The Bureau of Tobacco Prevention Program explore, ways to educate, partner and work collaboratively with the forthcoming DOH *Positive Youth Development Initiative. E3: Educating Students, Equipping Parents, Empowering Communities* as well as other possible collaborators.

Division Director Myrick asked if the TAC should be concerned about the subject matter these groups deal with, because the Bureau of Tobacco Prevention Program already partners with other groups within the DOH. A TAC member said that was good, but the recommendation was to work collaboratively outside the DOH, especially with groups that share the same risk factors with tobacco use.

Surveillance and Evaluation Subcommittee

The Surveillance and Evaluation Subcommittee made the following recommendation to the TAC:

- 1) The TAC receive and discuss the results of the Florida Youth Tobacco Survey as well as the Behavioral Risk Factor Surveillance System results for adults on an annual basis.

Health Communications Subcommittee

The Health Communications Subcommittee made the following recommendation to the TAC:

- 1) The DOH send certificates of support or appreciation to each member of the Florida House and Senate for the creation of the tobacco surcharge passed in July, 2009. The certificates would be signed by the State Surgeon General.

**Florida Surveillance Activity Updates
Florida Youth Tobacco Survey and
Behavioral Risk Factor Surveillance System**

**Melissa Murray, M.S. and
Jamie Weitz, M.S., DOH, Bureau of
Epidemiology**

Melissa Murray and Jamie Weitz, DOH, Bureau of Epidemiology, administer two statewide surveys that are important to the Bureau of Tobacco Prevention Program. They presented a PowerPoint on the Florida Youth Tobacco Survey (FYTS) and the Behavioral Risk Factor Surveillance System (BRFSS) that are administered annually. The FYTS is a "paper and pencil" survey administered in schools, with DOE's cooperation. The BRFSS is a telephone survey of adults. Both surveys do a state-level (small) sample in years ending in odd numbers and a county-level (large) in years ending in even numbers.

The FYTS was developed in 1998, to monitor and evaluate the Florida Tobacco Control Program. This anonymous survey is part of the Florida Youth Survey. The results are weighted to be representative of Florida's entire population of middle and high school students. This survey deals only with tobacco and covers general tobacco use, exposure to secondhand

smoke, attitudes toward tobacco, tobacco use prevention, and exposure to tobacco marketing. The FYTS defines “current smoking” as students who smoked one or more cigarettes during the past 30 days. The FYTS found “current smoking” as follows:

- Statewide for youth, Non-Hispanic Whites have the highest “current smoking” rate (15 percent), followed by Hispanic (10 percent), and Non-Hispanic Black (5 percent) have the lowest rates. Youth ages 18-19 have a 20 percent smoking rate and for ages 10-13, the rate is under 5 percent.
- From 1998 to the present, current smoking has declined in Florida from 18.5 percent to 5 percent for middle school students and from 27.4 percent to 14.5 percent for high school students.

The BRFSS, conducted in Florida since 1986, is an ongoing telephone survey of adults, ages 18 and older. This annual survey is not entirely related to tobacco issues. This survey follows CDC survey protocols and monitors behavioral risk factors, health conditions, and emerging health issues. Since 1996, all 50 states conduct the BRFSS and the data is standardized; allowing comparisons between states. The BRFSS defines “current smoking” as adults who smoked one or more cigarettes during the past 30 days *and* who smoked 100+ cigarettes in their lifetime. The BRFSS indicated “current smoking” as:

- About 20 percent (2007 – 19.3 percent and 2008 – 17.5 percent) of adults, 18 to 64 years old are “current smokers.” Adults, 65 or older smoke less and their rate is about 8 percent.
- As with youth, Non-Hispanic Whites smoke at higher rates than Non-Hispanic Blacks and Hispanics.
- Adult smoking rates have remained relatively constant since 2000; unlike youth rates that have decreased.

Ms. Murray and Ms. Weitz discussed other areas within the survey. An analysis of “current smoking” by counties divided by population into small, medium or large was presented. Youth and adult smoking rates were the highest in small counties and the large counties had the lowest rates. For both youth and adults, smoking patterns in all size counties were not significantly different by gender. Similar to the overall Florida numbers, Non-Hispanic Whites had the highest “current smoking” rates. Male’s use of smokeless tobacco is about four times higher than females and Non-Hispanic Whites use the most of any ethnic group. As with other tobacco products, older youth have the highest rates of use.

“Secondhand Smoke Exposure” is defined as being exposed to secondhand smoke during the past seven days.

- Youth under age 18 reported exposure to secondhand smoke at three times the rate of adults.
- All youth are exposed to secondhand smoke at relatively high rates (40 percent to 54 percent).
- As age increases among youth, exposure to secondhand smoke increases. However, those over age 65 had the lowest exposure.
- Exposure to secondhand smoke had similar rates among all size counties, all income categories, and by gender
- Regardless of county size, Hispanic youth and adults have slightly lower rates of exposure than Non-Hispanic White and African Americans.

The FYTS and BRFSS report cessation attempts by about 50 percent of all smokers surveyed. There are only slight differences by gender or ethnicity. Non-Hispanic Whites seem to make

slightly fewer cessation attempts than Non-Hispanic Black or Hispanics.

A TAC member asked if the FYTS results were available at the school level and it is not. Another TAC member asked if the two surveys questioned workplace exposure to secondhand smoke and the response was no, only the youth were asked. There was discussion on the surveillance information's use for resource allocation, i.e. large counties with higher absolute numbers of smokers vs. smaller counties with a greater percentage of smokers. There was no consensus on this topic. Mr. DeVitto, Chair of the Surveillance and Evaluation Subcommittee, stated the Surveillance and Evaluation Subcommittee should review this issue.

***Independent Overall Florida Tobacco
Prevention Program Evaluation***

**Matthew Farrelly, Ph.D.
Research Triangle Institute**

Dr. Mathew Farrelly, RTI, presented a PowerPoint on the evaluation of the overall Bureau of Tobacco Prevention Program. This is the overarching evaluation, as a whole, that supplements and incorporates data from the other independent evaluators. RTI was competitively selected and is nationally known in the field of program evaluation. An independent annual evaluation report (Report) should be a readable, objective assessment of the program's progress towards preventing and reducing Florida's tobacco use and exposure. The Report should address the program's individual components and provide a synthesis of all relevant information. The Report requires that progress be assessed on a wide range of the Bureau of Tobacco Prevention Program's short-term and intermediate indicators. Dr. Farrelly described RTI's approach by stating they take an interdisciplinary approach to investigation, including public health, psychology, sociology, economics, epidemiology, statistics and survey methodology. RTI engages stakeholders, describes the program, focuses the evaluation, gathers evidence and support, draws conclusions and makes recommendations, and shares lessons learned.

RTI's contract began ten months ago and they are somewhat behind due to delays that are beyond RTI's control. This evaluation will integrate the independent evaluations done by the University of Miami, Robertson Inc., and Professional Data Analysts. RTI will also integrate the evaluations with the surveillance systems maintained by Florida including: the Florida Youth Tobacco Survey, Behavioral Risk Factor Surveillance System, Florida Adult Tobacco Survey, and the Pregnancy Risk Management System. RTI will address all components of the program and provide a synthesis of all relevant information including media campaigns, policy changes, and pro-tobacco influences.

Dr. Farrelly reported challenges have occurred and one was addressing all individual program components because they are supposed to work in concert. Florida has a robust evaluation system and RTI is just complementing it, however; a large gap identified in the Request for Proposal (RFP) was to capture external influences, such as the tobacco industry's influence. This new information will be in the Report and will be of interest to the Bureau of Tobacco Prevention Program, the TAC, and Zimmerman. The DOH Institutional Review Board presented a minor challenge, due to the length of time required for its reviews.

RTI's contract requires new surveillance activities, such as the Florida Adult Smokers Cohort Survey. This is a longitudinal survey where respondents are followed through time to measure their behavior changes. The survey's goal is to compare behavior to events occurring in Florida and to assume its influences on smoker's behavior. RTI will do the same with a youth cohort. Dr. Farrelly asked TAC members to provide the Bureau of Tobacco Prevention Program staff with their information needs and RTI will address them. Economic burden of tobacco reports, at the state and county level, will also be done by RTI.

Dr. Farrelly described RTI's development of additional components of a comprehensive Florida surveillance system to monitor the tobacco industry's marketing practices. These study areas resulted in actionable reports in other states. New activities will track, monitor, or survey the following: magazine ads, the retail environment, direct-to-consumer programs, sponsorships and corporate contributions, newspapers, smoking in movies, and an online smokers' survey.

RTI reported they will develop an online searchable data base to share information with the Bureau of Tobacco Prevention Program and to store the tobacco industry monitoring data. For example, magazine ad tracking will identify the location, type, and funding for tobacco ads. The retail environment evaluation will survey a random sample of Florida stores to determine products which can be coded back to the tobacco industry. Sponsorships and financial contributions are an important target for policy change because the tobacco industry infiltrates society by sponsoring events such as NASCAR or rodeo. RTI purchased Florida-specific tobacco industry sponsorship data and will provide a list of sponsorships and donations.

Dr. Farrelly discussed the Bureau of Tobacco Prevention Program's strengths, which are:

- Florida is off to a good start with the Florida Quitline and has reduced out-of-pocket costs for NRT. RTI recommends Florida balance these costs, because money spent on NRT may reduce funding in other program areas.
- Youth smoking rates are relatively low and this should bring down future adult rates.
- Florida gained knowledge during the Florida Truth Campaign
- RTI found that the more states invest in tobacco control; the lower the smoking prevalence is among youth and adults. Florida's funding increases since 2007 should reduce future tobacco use.
- The trend in Florida's secondhand smoke exposure has decreased from 19.3 percent to 10.8 percent, most likely due to the success of the Florida Clean Indoor Air Act.

In its final Report, RTI will be making specific recommendations for the program, as a whole, as well as for specific components. The Report will be presented to the TAC as soon as it is available. RTI provided general recommendations and they are:

- Florida is right on track with policy change focus in the community interventions.
- The messaging at the community level and the media campaigns should align with the "paid" media doing the "heavy lifting."
- The media campaign's reach should be increased to at least 50 percent.
- The impact of youth enforcement is variable and RTI cannot recommend putting too many resources into this area.
- The medical system should be encouraged to use the 5 A's.
- Florida should continue to focus on tobacco disparity populations. RTI will soon be able to help by completing a Lesbian, Gay Bisexual, and Transsexual survey, a population which has high tobacco use.
- Historically, there has been a lot of public education and the shift to policy is difficult and needs program support.

The TAC thanked Dr. Farrelly for an excellent presentation. It was moved and seconded to adjourn for the day. The meeting was adjourned.