

**Tobacco Education and Use Prevention Advisory Council
Youth Subcommittee Meeting
October 7, 2009
3:30 p.m. – 5:00 p.m.**

Youth Subcommittee Members Present:

Dr Javier Berezdivin	Danny McGoldrick
Dr. Mae Waters	Jeffery Cece
Erin Sylvester	Penny Detscher

Youth Subcommittee Members Absent: None

Others Present:

Carlos Martinez	DOH	Laura Corbin	DOH
Carrie Poole	Zimmerman Inc.	Monica Corbett	Zimmerman Inc.
Kristina Zachry	DOH		

Topic/Lead	Discussion	Status/Follow Up
Roll Call and Welcome	Mr. Martinez welcomed the group and called the roll. All six members were present for the call.	
Approval of Previous Minutes	Members requested additional time to review the minutes of 8/31/09.	Members postponed approval of the previous minutes.
Subcommittee Old Business, Update from Laura Corbin on statewide SWAT meeting.	<p>Ms. Laura Corbin, Statewide Youth Advocacy Coordinator, reported on the Students Working Against Tobacco (SWAT) meeting that was held in Orlando on September 11-13, 2009. Highlights included:</p> <ul style="list-style-type: none"> • Youth and adults from all 67 counties were invited and 60 counties were represented. • All the meeting objectives were met and the youth elected a new Youth Advocacy Board (YAB). • Youth were trained on their new role, as contractually required partnership members in community based grants. • It is important to train youth at this time since: <ul style="list-style-type: none"> ○ The community-based grants this year require that SWAT youth be represented in all community-based tobacco partnerships and that youth comprise 25% of the membership of the partnership. ○ This year’s emphasis on policy change requires specific skill sets and planning. • Youth were educated on the national tobacco-free movie movement and were informed about some of the previous work done by tobacco grantees in this area. • Youth were trained in how they can help in maintaining a SWAT structure in each county. <p>Four goals were identified by the YAB at the statewide meeting:</p> <ol style="list-style-type: none"> 1) Establish and ensure that there is a SWAT chapter in each county. 2) Increase the number of face to face meetings. 	

- 3) Focus on common ground for statewide tobacco-free campus.
- 4) Continue the tobacco-free movies target area and provide counties tools and suggestions.

After the statewide meeting, the YAB has continued to meet via weekly conference calls. Specifically, they are working to produce SWAT bylaws.

Discussion: Dr. Javier Berezdivin gave an update about his attendance at the statewide meeting. He stated the meetings were productive and noted that many Tobacco Prevention Specialists, as well as other adult community grantees, were present.

There was additional discussion about the number of SWAT clubs that should be created in each county. One member asked if DOH knew the number of clubs that exist in the state and if clubs were required to count their membership. Staff responded that once the results of the first Quarterly Program Updates from the community grantees were received, there would be an accurate count and that clubs did maintain a count of participants and tracked their meetings carefully. Ms. Corbin suggested that the most important dynamic was not the number of clubs or members, but the ability of the grantees and the state to give meaningful support to SWAT in pursuit of its policy goals. Grantees should be careful and thoughtful when creating SWAT clubs and be sure there is enough money and manpower to support the youth.

Mr. Cece asked if the policies were in the Grantee Work Plans and if Subcommittee members could view them. There was discussion and it was agreed that instead of looking at work plans, the members would request a list of policies from the DOH. Mr. Cece also asked if youth had been briefed on the new FDA regulation of tobacco and if there were opportunities for youth to help in that endeavor. Mr. McGoldrick, who has been working closely at the national level with the FDA regulation, stated there were several opportunities for youth involvement, especially in the area of smokeless tobacco and cigars. He reminded the group that although candy flavored cigarettes are banned by the new FDA regulation, cigars and spit tobacco are not. He warned the tobacco industry was already trying to disguise some candy flavored cigarettes as small cigars and stated he had asked for help from youth in attempting to find such cases.

Mr. McGoldrick recommended the tobacco program continue to stress the goals of taxing tobacco products, funding tobacco programs at an adequate level, and having smoke or tobacco-free campuses. In North Carolina, there is a statewide initiative for smoke-free schools, both on campus and off campus.

Ms. Corbett suggested the tobacco program can work at the local level with local movie sellers to put warning labels on movies with pro-tobacco content. Ms. Corbin stated there is a national smoke-free movie campaign headquartered in California to raise all movies containing smoking to an R rating.

Mr. McGoldrick said it was productive to have this committee push in new directions, as had been done today. He stated that we now need to prioritize and promote policies to support the FDA regulation. For example, "What are five things you can do to support the FDA regulation?" The CDC website provides a link for all FDA tobacco programs nationwide.

A list of policies adopted by the community grantees has been requested from the Automated Tobacco Activity Tracking System (ATACS). It will be forwarded to members as soon as it becomes available.

Zimmerman, Inc. Report on the statewide SWAT meeting	<p>Ms. Monica Corbett reported briefly on Zimmerman’s participation at the statewide SWAT conference. She said a very high energy level was evident in the adults and youth at the meeting. Activities included:</p> <ol style="list-style-type: none"> 1. A “brand camp” was held and Zimmerman Inc. established and explained what brands were. By the conclusion of this session, the youth chose their final logo. 2. There was general sharing of information and participants volunteered nuggets. 3. Needed tools for the coming year were identified. For example, a SWAT retention toolkit. 4. There was a session about the media campaign and how the tobacco program will be focusing on cinema. There were many great ideas. 5. Zimmerman Inc. also conducted an adult section for media. 6. Dr. Berezdivin noted there was a positive interaction between Zimmerman Inc. and youth. 	
Other Subcommittee Issues	<p>One member asked if there was a difference between SWAT chapters and SWAT clubs. Ms. Corbin commented on the word “chapter.” Dr. Berezdivin wanted to be certain that youth input was received in regard to the shift from club to chapter. Ms. Corbin explained this change is not final. Ms. Sylvester volunteered that calling SWAT Chapters instead of clubs came about when SWAT membership was low. In the midst of the \$1 million/year budget years, many counties only had the resources to support one countywide chapter as opposed to the multiple school-based clubs they once had. The youth at that time indicated that the term Chapter better embodied the idea of a “movement” and the current structure they were working within. The YAB will be working on questions like this as they develop county SWAT bylaws for grantees to adopt.</p>	
Agenda Items for Next Subcommittee Meeting	<p>Continue policy change discussion.</p>	
Subcommittee Recommendations to Advisory Council	<ol style="list-style-type: none"> 1. Recommended the ATACS system be made available to Council members on a “read only” basis. 2. Recommended the DOH provide subcommittee members with a list of county policy initiatives. 3. Recommended that the DOH advise Zimmerman Inc. to “reach high” in the Department of Education (DOE) chain of command to promote tobacco public service announcements. Ms. Detscher, the Council member representing DOE, will assist in this effort if needed. 4. Recommended the DOH explore ways to partner, educate, and work collaboratively with youth organizations, such as the Office of Drug Control Florida Youth Delegation and the Department of Health’s Positive Youth Development Program. 5. Recommended that the DOH agenda include an overview presentation from local tobacco staff regarding the region/multi-county trainings being held. 	<p>1) Council members can be granted read only access by emailing: Debbie_Scoggins@doh.state.fl.us</p> <p>2) The summary of county policies is being prepared and will be forwarded to members.</p> <p>The remaining recommendations will be forwarded to the Tobacco Advisory Council.</p>
Adjournment	<p>There was a motion to adjourn at 5:03 p.m.</p>	<p>Motion seconded and approved by voice vote.</p>