

Youth Programs Subcommittee Meeting Minutes

Date: February 4, 2009
Time: 3:30 p.m. – 4:59 p.m.
Location: Conference call

Members Present

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

Members Absent

Erin Sylvester
 John T. Brown

Others Present

Laura Corbin	DOH	Carlos Martinez	DOH
Darlene Long	DOH	Monica Corbett	Zimmerman Inc. (Z. Inc.)
Donna Williams	DOH	Adrienne Fani	Z. Inc.

Desired outcomes:

Coordinate youth input into the tobacco program.

Topic/lead	Discussion	Status/Follow up
Roll call and welcome	The meeting was called to order at 1:02 p.m. The roll was called, there was a quorum.	
Approval of previous minutes	Mr. Martinez asked if members had any changes or corrections to the minutes of 1/9/09. Hearing none, a motion was made by Dr. Waters to accept the minutes.	Motion approved. Waters/Detscher passed
Subcommittee Old Business, Update from Laura Corbin on the YAB	<p>Ms. Corbin, the Bureau of Tobacco Prevention Program (BTPP) Youth Coordinator, gave an update about the Youth Advocacy Board (YAB) meeting at Cherry Lake, Madison County, Florida on January 30 –February 1, 2009.</p> <p>1) The meeting was attended by 9 youth members of the YAB, 4 tobacco headquarters staff , 8 Tobacco Prevention Specialists and 3 staff from Z. Inc.</p> <p>2) The meeting succeeded in :</p> <ul style="list-style-type: none"> a) Convening the YAB b) Obtaining youth input on the new youth media campaign c) Updating the Students Working Against Tobacco (SWAT) logo and providing input into a new SWAT website d) Developing scripts for new SWAT recruitment ads and recording youth voices for SWAT radio ads e) Initiating planning for Kick Butts Day Wednesday, March 25, 2009 f) Initiating planning for the on-line youth advocacy toolkit 	

Topic/lead	Discussion	Status/Follow up
Other Subcommittee issues, SWAT web site Update from Darlene Long	Ms. Darlene Long, Program Manager for the Automated Tobacco Activity Collection System reported that the DOH webmaster had informed her the proposed SWAT site would be a part of the DOH and must stay within DOH guidelines. Ms. Corbin added that BTPP had contracted for a web master for 250 hours of support to the SWAT web site. The web site will go live within one month.	
Subcommittee new business, Update Z. Inc.	<p>Ms. Monica Corbett from Z. Inc. reported the following: On January 30, 2009 Governor Crist signed a proclamation declaring February 27 – March 7, 2009, <i>Tobacco Free Florida Week</i>. During the week, Z. Inc. will collect and count tobacco free pledges at sporting events throughout the state. Professional sports teams and schools will help in the effort.</p> <p>A new Hispanic adult cessation media campaign will begin on March 16, 2009 with radio and TV spots.</p> <p>Discussion: Subcommittee members thanked Z. Inc. for including the SWAT youth in campaign planning. Also, a subcommittee member noted that the Tobacco Free Florida website is not linked on the DOH tobacco web site.</p>	A link to the Tobacco Free Florida website has been placed on the DOH website.
Subcommittee new business, agenda for the next meeting	Discuss youth attendance at Tobacco Education and Use Prevention Advisory Council meetings.	Youth were invited to attend, and present at, the next Council meeting. The issue was placed on the next agenda.
Subcommittee new business, recommendations to the Advisory Council	<p>Subcommittee members made the following motion: Motion: “That the Advisory Council be kept informed and involved of the strategic planning process which will be used to develop the next tobacco strategic plan.”</p>	Motion approved. Berezdivin/Waters passed
Adjournment	The meeting was adjourned at 4:59 p.m.	