

Tobacco Education and Use Prevention Advisory Council
Youth Sub-committee Meeting
August 31, 2009
11:30 a.m. – 1:30 p.m.

Members Present

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

Members Absent

Erin Sylvester

Others Present

Carrie Poole	Zimmerman Inc. Agency	Jessica Leggett	DOH
Carissa Hickok	DOH	Kristina Zachry	DOH
Chastity McCarthy	DOH	Laura Corbin	DOH
Dave Powell	DOH	Liz Davis	Affiliation Unknown
Donna Williams	DOH	Monica Corbett	Zimmerman Inc. Agency
Doug Freer	DOH	Robbie Leggett	DOH
Dr. Nancy Hardt	UF	Steven Rose	Community Grantee

Topic/Lead	Discussion	Status/Follow Up
Roll Call and Welcome	Ms. Laura Corbin, DOH Tobacco Youth Program Coordinator, welcomed the group and took the roll. Ms. Sylvester, the Chair of the subcommittee, did not attend due to illness. Ms. Detscher volunteered to act as chair.	
Approval of Previous Minutes	A motion was made to approve the previous meetings minutes as corrected. The motion was seconded, and the corrected minutes were approved by voice vote.	Motion to approve the corrected minutes was passed.
Sub-Committee Old Business	Members had no old business issues to discuss.	
Sub-Committee New Business, Update on Statewide SWAT Meeting	Ms. Corbin reviewed the proposed agenda for the statewide SWAT meeting planned for September 11-13, 2009, in Orlando FL. She explained the meeting objectives and provided short descriptions of each session. There was a motion to recommend that the DOH pay expenses for Dr. Javier Berezdivin (a subcommittee member) to attend the meeting. The motion was seconded and approved by voice vote. Discussion: Mr. McGoldrick recommended the subcommittee discuss how the SWAT brand will be affected by the shift in program emphasis to policy change rather than interventions focused on individuals. One member suggested that the shift in emphasis might garner support from parents as they see youth acquiring more skill sets. Also, the shift to policy work may encourage other teachers of history or economics to become SWAT Advisors along with traditional health teachers. Dr. Berezdivin and Dr. Waters discussed the need for the BTPP to	Motion seconded and approved by voice vote.

	<p>consider finding funding for regional youth trainings and meetings at least one per year.</p> <p>One member was concerned that only one SWAT student was invited to the statewide meeting. The member stated that in large counties, one member was not sufficient to represent the large number of SWAT members.</p>	
Other Subcommittee Issues	<p>1) Ms. Detscher suggested that SWAT partner with other sister agency youth programs such as the Governor’s Florida Youth Delegation and the Department of Health’s Youth Development Program. (see Subcommittee recommendations to the Advisory Council) Mr. Cece suggested inviting youth from the Office of Drug Control Florida Youth Delegation to attend the SWAT meeting in September in Orlando.</p> <p>2) Members also discussed the importance of having contact numbers, responsibilities, and emails for all the tobacco program staff posted on the DOH website. There was a motion made to recommend the website be updated to reflect the staff information listed above. The motions was seconded and passed by voice vote.</p> <p>3) There was a motion to recommend the DOH prepare an overview of how different regions/multi-county trainings are being conducted. The overview could be at the next face to face TAC meeting in January 2010. The motion was seconded and approved by voice vote.</p> <p>Discussion: The members agreed that they would like to have a program youth present at future subcommittee meetings. Members asked subcommittee visitors for updates as reported below.</p> <p>Mr. Robbie Leggett, a Tobacco Prevention Specialist (TPS) from Santa Rosa county, discussed the upcoming Region 1 training where youth are required to submit abstracts for presentations. Mr. Leggett also answered questions about the SWAT Handbook and its use. Ms. Kristina Zachry, a TPS from Levy County, discussed the work she did on the SWAT Handbook.</p> <p>Ms. Jessica Leggett, a TPS from Walton County, discussed the Region 1 training agenda. Mr. Steven Rose, one of the 2009/10 community grantees, discussed the need for more statewide/regional coordination. Dave Powell emphasized how the youth also find it important to attend these subcommittee meetings.</p>	<p>1) The SWAT meeting agenda and location information will be forwarded to Mr. Cece.</p> <p>2) Motion Approved. seconded and approved by voice vote.</p> <p>3) Motion seconded and approved by voice vote.</p> <p>DOH will attempt to have a program youth at each meeting.</p>
Zimmerman Inc. update report	<p>This report was not on the agenda, but since representatives from Zimmerman Inc. Agency were present at the subcommittee meeting they volunteered to update the group about the media efforts relative to youth. Ms. Corbett stated:</p> <ol style="list-style-type: none"> 1. Zimmerman Inc. staff found it helpful to attend a DOH grantee training in Orlando in July. 2. Zimmerman Inc. would be providing a full presentation to the Council on 9/1/09 about last year’s activities. 3. Zimmerman Inc. will be facilitating two youth sessions and one adult session at the statewide SWAT meeting in Orlando later this month. 4. The Zimmerman Inc. agency will be working with youth at the statewide meeting to develop creative ideas for a SWAT public service announcement to be used in recruitment and retention. 5. The prevention media effort will continue to focus on the anti tobacco industry message. <p>Discussion: Mr. McGoldrick asked if the media campaigns were divided by youth and adult campaigns? Ms. Corbett from Zimmerman Inc. explained that all messages were branded with Be Free and TobaccoFreeFlorida.com, however, the messages for prevention and adult cessation are segmented with approximately 60 percent going</p>	

	for prevention and 40 percent for cessation.	
Agenda Items for Next Subcommittee Meeting	<ol style="list-style-type: none"> 1. Update from Laura Corbin on the Statewide Youth meeting. 2. Follow up of any recommendations to the TAC. 3. Discuss the possibility of the BTPPfunding regional youth trainings and meetings annually . 	
Subcommittee Recommendations to Advisory Council	<ol style="list-style-type: none"> 1. Recommendation that a member of the youthsubcommittee have their expenses paid to attend the September statewide SWAT meeting. 2. Recommendation to 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. 3. Recommendation that the DOH Bureau of Tobacco Prevention Program website be updated with current staff contact information. 4. Recommendation that at the January 2010 meeting the TAC receive an overview presentation from local tobacco staff regarding region/multi-county trainings being held. 	The recommendations will be forwarded to the Tobacco Advisory Council.
Adjournment	The meeting was adjourned at 1:25 p.m.	