

TOBACCO-FREE WORKGROUP MEETING

May 02, 2011

TOPIC	DISCUSSION	ACTION NEEDED
Members Present	<p> Dr. Javier Berezdivin, Miami-Dade County Public Schools Sybil Cherian, Florida Department of Health Brian Cody, Civic Communications Germaine Ebanks, Miami-Dade County Health Department Sybill Holly, YWCA of Miami Latasha Moore, Miami-Dade Area Health Education Center Mike Moreno, Civic Communications Karen Rivo, Miami-Dade County Public Schools/Parent Academy Martha Sanchez, Miami-Dade Area Health Education Center Rachelle Theodore, Miami-Dade County Health Department Mikki Thompson, Baptist Health South Florida </p> <p style="text-align: center;"><i><u>Via Conference Call</u></i></p> <p> Dr. Asma Aftab, University of Miami Area Health Education Center Charles Belekis, United Teachers of Dade Loretta Garcia, Miami Lakes K-8 Center, SWAT Advisor Bianca Larsh, Miami Lakes K-8 Center, SWAT Youth Lorena Polo, Miami Lakes K-8 Center, SWAT Youth Dr. Diego Shmuels, Alpha-1 Foundation Frank Zenere, Miami-Dade County Public Schools </p>	
Welcome & Introductions	The meeting of the Tobacco-Free Workgroup was brought to order by Javier Berezdivin at 8:36 AM. All members were welcomed and introduced.	
Approval of Minutes	The minutes from the Tobacco-Free Workgroup meeting held on March 07, 2011 were reviewed. Sybil Cherian motioned to approve the minutes and Mikki Thompson seconded the motion.	
Retail Advertisement Survey	Rachelle Theodore gave a PowerPoint presentation on the Retail Advertisement Survey Results. The purpose of the surveillance was to collect data to be used for partnership and decision maker buy-in to push for policies prohibiting/limiting tobacco industry advertising by retail	

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	<p>outlets. Mrs. Theodore advised this activity is being conducted statewide, and approximately thirty surveys were conducted in the month of March.</p> <p>The Tobacco-Free Workgroup expressed concerns and had questions regarding the presentation. Some of these were:</p> <ul style="list-style-type: none"> ☞ Javier Berezdivin requested the PowerPoint presentation be emailed to the Tobacco-Free Workgroup. ☞ Javier Berezdivin requested the wording on the presentation be changed from “randomly selected” to “convenience sample” as a majority of the surveys conducted were in the City of Hialeah. ☞ Karen Rivo requested the presentation include a slide mapping the surveys that were conducted. ☞ Javier Berezdivin requested the Health Department contact the BTPP to obtain clarifying information: What are the implications of the data? What is the end result of conducting these surveys? ☞ Javier Berezdivin and Brian Cody would like to know the total number of tobacco retailers. 	<ul style="list-style-type: none"> ☞ MDCHD to email the PowerPoint presentation to the Workgroup. ☞ Wording on the presentation needs to be changed from “randomly selected” to “convenience sample”. ☞ Presentation needs to include mapping of the surveys conducted. ☞ MDCHD to contact the BTPP.
Partnership Assessment Report	<p>The Partnership Assessment Report was briefly reviewed by the Tobacco-Free Workgroup members. Javier Berezdivin and Karen Rivo inquired why very simple questions were not answered by the members that participated in the Partnership Self-Assessment (for example, question #31 on page 24 of the report reads, “What is the highest education level that you have attained? Please choose only one answer”). The Workgroup requested the data and report be verified with the Bureau to determine if the information was coded correctly.</p>	<ul style="list-style-type: none"> ☞ Javier Berezdivin and Karen Rivo request that the responses be verified with the State.
Subcommittee and Workgroup Updates	<ul style="list-style-type: none"> ☞ TOBACCO PREVENTION AND CONTROL: SYBIL CHERIAN <p>The Tobacco Prevention and Control meeting has been working on the tobacco-free parks initiative. A proclamation in the City of Hialeah was obtained. Signage has been ordered for Miami-Dade County parks as well as the City of Hialeah.</p>	

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	<ul style="list-style-type: none"> <p>☞ MODEL TOBACCO POLICIES IN K-12 SCHOOLS: FRANK ZENERE Another department at Miami-Dade County Public Schools made changes to the tobacco policy and has given the policy (Neola) to the School Board for the first reading. The School Board is already considering the changes. Some of the proposed changes are in the new policy; however, some are not. New policy addresses students, administrators, and support staff. Javier Berezdivin suggested the policy be recalled or the process stopped so that the policy is comprehensive in nature and that it also includes cessation.</p> <p>☞ TOBACCO-FREE MULTI-UNIT HOUSING: The Tobacco-Free Multi-Unit Housing subcommittee is trying to engage managed care companies to join the efforts of the committee and Workgroup.</p> <p>☞ CANDY FLAVORED TOBACCO: KAREN RIVO Karen Rivo presented the candy flavored tobacco topic to the City of Miami Beach. The issue is before the mayor and goes before the Board on Thursday. Maysarih Ndobe contacted the SWAT Adviser and SWAT club at Fienberg Fisher to see if they could attend. Karen Rivo requested support and representation from the Miami-Dade County Health Department.</p> 	<p>☞ Karen Rivo and Javier Berezdivin requested talking points/bullet points/presentations to be used in preparation for Thursday.</p>
Upcoming Events	<ul style="list-style-type: none"> ☞ June 16, 2011: Second Annual Tobacco Prevention Seminar & Workshop ☞ July 25, 2011: Tobacco-Free Workgroup Meeting 	
Closing/Adjourn	The meeting was adjourned by Javier Berezdivin at 10:05AM.	
Next Meeting	The next Tobacco-Free Workgroup meeting will be held on Monday, July 25, 2011 at the Miami-Dade County Health Department's Beacon Center, 8323 NW 12 th Street, Miami, Florida 33126.	