

CONSORTIUM FOR A HEALTHIER MIAMI-DADE

Tobacco-Free Workgroup Meeting

Meeting Minutes

Tuesday, May 27th, 2025, 9:30am

TOPIC	DISCUSSION	ACTION NEEDED
Members Present	Dr Zinzi Bailey, Chair, University of Minnesota Bill Amodeo, All Star Media Natalie Gray, Research Fellow, Pharmacy School at Larkin Audlyn Emmanuel, Intern, Florida Department of Health Laurie Varona, Senior Health Educator, Florida Department of Health Candace Williams, Program Manager, Florida Department of Health Jacqueline Garcia, SWAT Advisor, Hialeah Gardens Middle Olatokunbo Osibogun, Assistant Professor Epidemiology, Florida International University Luigi Ferrer, Health Education Supervisor, Florida Department of Health Marilyn Roman, Executive Director, Miami Dade AHEC Alan Benoit, SWAT advisor, Hope for Miami Latoya Samuels, Concerned Citizen Lourdes Q. Castaneda, Program Manager, University of Miami Edna Maritza Tejada, Senior program coordinator University of Miami P. Jeanne Tamargo, Project Consultant, Informed Families Veruschka Quilez, Concerned Citizen Asma Siddiqi Aftab, Program Director, University of Miami	
Welcome and Introductions	The Tobacco-Free Workgroup Meeting was called to order by Dr. Zinzi Bailey at 9:32 AM, with all members welcomed and introduced. All members were invited to introduce themselves and answer the ice breaker question.	
Review and Approval of Minutes	The minutes from the Tobacco-Free Workgroup meeting held on March 25 th , 2025, were reviewed. No changes to the minutes were noted. Candance Williams made the motion to approve the minutes. Bill Amodeo motioned to approve the minutes and Laurie Varona seconded the motion. Members of the Tobacco-Free Workgroup unanimously approved the minutes from March 25 th , 2025.	
Partner Updates	During the partner updates, it was announced that AHEC's incentive program remains active through June 30th. Participants receive \$50 for attending a single session, and those who complete multiple sessions can earn up to \$125. The program continues to offer cessation support for individuals who use tobacco. It is available to adults aged 18 and older and includes both in-person and virtual class options.	

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	At the University of Miami, a pilot project has been launched targeting hospitality workers, as data indicates a 37% prevalence of tobacco use within the hospitality industry in Miami-Dade County. The goal is to encourage tobacco users to consider quitting, particularly by leveraging the incentive program. The project is currently partnering with JW Marriott and InterContinental hotels. There are also plans to collaborate with insurance providers to incorporate health fairs into employee benefit packages. The next phase aims to expand outreach to the manufacturing, construction, and cruise line industries, where tobacco use rates are also notably high.	
Executive Board Updates	The Executive Board met virtually on April 14 and May 12, 2025. During these meetings, significant progress was made on Consortium initiatives. The Consortium Event Planning Taskforce convened on April 4 and April 17 to begin planning this year's event, discussing the event's purpose, tentative date and time, Miami Vice theme, potential venues (Miami Vineyard, Milander, UM Alumni Center, and FIU), and reviewing previous promotional and sponsorship materials. Draft materials for the event are under review, and a site visit to Miami Vineyard is scheduled for May 15. Members interested in joining the Taskforce are encouraged to contact their committee liaison. The Board approved the digital brochure, which has been sent to the Florida Department of Health (DOH) Communications for final review. Once approved, it will be disseminated in English, with plans to translate it into Spanish and Creole. The brochure will serve as a tool for members when engaging with potential partners. Ongoing discussions continue around advancing optimal health and addressing the broader drivers of health. The Board also highlighted opportunities through Miami Homes for All, including identifying available community spaces for workshops and collecting donations for Welcome Home Kits. In May, Barbara Martinez-Guerrero presented on behalf of Dream in Green, focusing on efforts to promote food sharing, recovery, and waste reduction, as well as introducing Recyclepedia initiatives that contribute to food security and environmental sustainability within the community. The discussion also focused on fall prevention strategies for elders, highlighting the importance of implementing measures to reduce fall risks and promote safety.	

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Previous Action Items	CADCA Partnership Engagement - Feedback from six to seven members on the <i>Community Anti-Drug Coalitions of America</i> (CADCA) Partnership Engagement Assessment highlighted strong standards, shared values, and a solid presence within the coalition. Members also commended the coalition's effective leadership, communication, and teamwork. However, some participants identified areas for improvement, particularly the need to strengthen partnerships and broaden collaboration with a more diverse range of organizations to boost engagement. - The 5K run held in March during the Youth Fair successfully resulted in 15 new members, all of whom were invited to share their input on the coalition's efforts. Dr. Bailey emphasized the importance of increasing diversity within the coalition's partnerships, especially in terms of workplace representation and the populations served, to further support the vision of a tobacco-free county. Drink Coasters - The team has been working in collaboration with All Star Media to produce custom drink coasters for distribution to tobacco-free restaurants and bars. These coasters feature a QR code that links directly to the Tobacco-Free Workgroup webpage, where users can learn about local initiatives and sign up to get involved. The shipment of coasters is expected to arrive soon, and planning is currently underway to identify distribution locations. To support this effort, a comprehensive list of tobacco-free establishments is needed. While a list may exist from a previous initiative focused on healthy food and smoke-free environments, efforts are being made to locate and update it for immediate use upon delivery of the coasters. - Approximately 1,000 coasters have already been distributed to bars and restaurants throughout Miami-Dade County. To broaden outreach and increase impact, members suggested expanding distribution to high-traffic areas such as Wynwood and Brickell, as well as to the hospitality sector, including hotels. However, challenges have been identified in neighborhoods like Wynwood, where hookah use is central to many businesses. Members	
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	recommended engaging business owners through direct conversations or presentations to raise awareness about the health risks associated with tobacco-related products. Additional suggestions included targeting university communities and local residents to further strengthen community engagement. Policy & Surveillance Subcommittee & Zoning Task Force • A recent Zoning Task Force meeting centered on assessing current progress and identifying key areas that require further attention, particularly in relation to tobacco control and surveillance efforts. Community surveillance activities remain ongoing, with youth groups actively participating in partnership with local programs. • Outreach efforts are being expanded through presentations to church groups, young adults, and parents to strengthen support for youth advocacy initiatives. Additional outreach is planned to increase awareness and ensure that local businesses are properly displaying the required tobacco-related signage. • Future surveillance sweeps are being scheduled in high foot traffic areas and neighborhoods known for tobacco access points to monitor ongoing trends and identify emerging concerns. These efforts are planned to take place in the Town of Cutler Bay, the City of Hialeah, and the City of Miami. The data collected will help shape upcoming zoning recommendations and support targeted education and enforcement strategies. • To enhance efficiency, the Zoning Task Force will transition into a subcommittee and merge with the Policy and Surveillance Committee. There is also a growing need to incorporate the monitoring of vending machines into the committee's surveillance responsibilities. Tobacco-Free Public Spaces (TFPub) • Efforts to promote smoke-free public spaces are progressing, with plans underway to host a smoke-out event at the end of the school year in collaboration with municipal leaders. Although some logistical delays occurred due to key stakeholders being unavailable because of travel,	
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meetings have been scheduled to finalize event details. The event is expected to serve both as a community engagement opportunity and as a platform to raise awareness about the dangers of tobacco use, particularly among youth. Looking ahead, future collaborations may include forming ongoing partnerships with parks and recreation departments, local schools, and youth organizations to incorporate tobacco prevention messaging into existing community events and programs. In addition, plans are being discussed to develop a toolkit that municipalities can use to replicate smoke-free initiatives in other neighborhoods, helping to build a broader coalition of support for tobacco control policy across the county. There is also active engagement with local decision-makers. A recent meeting was held with the City of Homestead to review an existing ordinance, and ongoing discussions are taking place with the Town of Cutler Bay to amend its current policy to include vaping regulations.

Mobile Tobacco Shops

- Several ongoing challenges were discussed, including the increasing visibility of mobile smoke shops, the rise of unregulated street vendors selling tobacco and vaping products, and the lack of monitoring for vending machines dispensing these items. These developments have raised concerns about permitting and enforcement, prompting outreach to state officials for further investigation and potential policy review. A key issue is the difficulty in tracking and regulating these unconventional points of sale, which often operate without fixed locations or oversight. Mobile vendors and street sellers can quickly relocate, making consistent monitoring and enforcement nearly impossible given current resource limitations. Additionally, unclear jurisdictional authority and inconsistent licensing requirements further complicate efforts to hold violators accountable. These challenges not only undermine existing tobacco control initiatives but also increase youth exposure to harmful products, underscoring the urgent need for stronger regulation and enhanced interagency coordination. As part of ongoing surveillance and enforcement efforts, community members are encouraged to take photographs of tobacco or vape product vans when seen, to assist in documentation and response.

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	Smokefree Multiunit Housing (SFMUH) In the area of smoke-free multi-unit housing, there has been a growing demand for assistance with signage as complaints from residents in newly constructed apartment complexes and condominiums continue to rise. Residents have voiced frustration over secondhand smoke seeping into their units, particularly in buildings where smoke-free policies were expected to be enforced. Miami Beach, Aventura, and the City of Miami have reported a surge in complaints from high-rise condo residents, where shared air systems or construction flaws allow smoke to infiltrate neighboring units. Issues such as gaps in shared walls, missing ventilation flaps, and unintended air transfer have made enforcement difficult, especially in privately owned condo units governed by homeowners' associations. These challenges have increased calls for clearer building codes, stronger policy implementation, and greater oversight during construction to better protect residents from involuntary smoke exposure.	
New Action Items	Youth and Young Adult Subcommittee (SWAT Updates) - A recent collaborative meeting focused on expanding youth engagement through the Students Working Against Tobacco (SWAT) program, increasing the number of SWAT clubs, and raising overall awareness of the initiative. Discussions also included strengthening the campus task force. Notably, outreach to Barry University has resulted in promising developments, including a potential written cessation referral agreement and plans to implement a campus-wide referral system to Tobacco Free Florida. Barry University will be invited to participate in the next Youth and Young Adults Subcommittee meeting to support these initiatives. These efforts aim to build a stronger network of support and resources for young people seeking to quit tobacco across academic institutions. - Another successful year of the SWAT program concluded, engaging over 480 youth, with 191 members graduating. An end-of-year training was held on May 21, 2025, during which graduates received their honor cords. For schools with exposure to older student populations, discussions emphasized the importance of targeted outreach efforts, such as distributing branded drink	

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	coasters, to foster a sense of community and enhance the program's visibility and impact. Action Planning for FY 25-26 - The Tobacco Prevention Program is beginning the transition into action planning for fiscal year 2025–2026. As preparations move forward, stakeholders are encouraged to stay tuned for invitations to upcoming larger planning meetings, where collective input and collaboration will help shape the next phase of program initiatives. Additionally, all committees under the Consortium for a Healthier Miami-Dade will come together for a CHIP (Community Health Improvement Plan) collaboration meeting. This joint meeting will provide an opportunity to align goals, share progress, and strengthen cross-sector partnerships in support of a healthier, tobacco-free Miami-Dade County. CHIP Annual Meeting – June 23, 2025 - The Community Health Improvement Plan (CHIP) Annual Meeting is scheduled for June 23, 2025. Additional details about the meeting will be shared soon. This gathering will provide an opportunity for members of all committees under the Consortium for a Healthier Miami-Dade to come together, share insights, and discuss collaborative efforts. To ensure alignment with broader consortium goals, the Tobacco-Free Workgroup also plans to hold its own action planning meeting in conjunction with the CHIP meeting. All members are encouraged to attend to gain a better understanding of the process and how their contributions support countywide health improvement initiatives.	
Upcoming Events	- Expand distribution of Drink Coasters – TBA - CHIP Annual Meeting – June 23, 2025	
Adjourn	The next Tobacco-Free Workgroup meeting is scheduled for July 29, 2025. Members were encouraged to continue sharing ideas for future initiatives and to remain actively engaged through participation in subcommittees. Upcoming plans and action steps will be discussed in more detail at future meetings. Attendees were invited to complete a brief survey to indicate their areas of interest and identify	

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	specific topics they would like to support or help promote. New members have been added to the distribution list and will begin receiving regular updates via email. Subcommittee enrollment remains open without a cap on participation, although members are encouraged to commit to at least one group. The meeting concluded with expressions of gratitude for everyone's involvement and a shared sense of momentum moving forward. Chair Dr. Zinzi Bailey officially adjourned the meeting at 10:32 a.m.	
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