

**TOBACCO-FREE WORKGROUP**  
 Monday, March 25, 2013

| TOPIC                          | DISCUSSION   | ACTION NEEDED |
|--------------------------------|--|---------------|
| Members Present                | <p>Nancy Maidique, Florida International University<br/>           Judith Futerfas, Community Member<br/>           Amelinda Rodriguez-Loddo, Miami-Dade County Health Department<br/>           Valencia Morris, Miami-Dade County Health Department<br/>           Rachelle Theodore, Miami-Dade County Health Department<br/>           Shanika Watson, Miami-Dade County Health Department<br/>           Javier Berezdivin, Miami-Dade County Public Schools</p> <p style="text-align: center;"><i>Via Conference Call</i></p> <p>Jessica Weigner, Miami-Dade County Health Department<br/>           Joanne for Jorge Vega, City of Hialeah Parks and Recreation SWAT Advisor<br/>           Karen Rivo, Parent Academy<br/>           Daniel White, House of God SWAT Advisor</p> |               |
| Welcome and Introductions      | The meeting of the Tobacco-Free Workgroup was brought to order by Nancy Maidique at 9:03 AM. All members were welcomed and introduced.   |               |
| Review and Approval of Minutes | The minutes from the Tobacco-Free Workgroup meeting held on January 28, 2013 were reviewed. Karen Rivo motioned to approve the minutes and Amelinda Loddo seconded the motion. Members of the Tobacco-Free Workgroup unanimously approved the minutes from January 28, 2013.   |               |
| Vote on time and location      | Nancy Maidique informed members that at the Executive Board members had discussed changing meeting locations. This was one of the finding from the sustainability report that will help the Consortium as well as raise interest in committee projects. It was concluded that members may volunteer their workplace to host upcoming meetings; however the Beacon Center would remain as the main location.  |               |

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|  | <p>Members were also asked if there would be any conflict in changing the meeting time to 9:30am to 11:30am instead of 9:00am to 11:00. Members agreed to the change.</p>   |  |
| <p>Subcommittee &amp; Tobacco-Free Workgroup Updates</p> | <p><b><u>Candy Flavored Tobacco: Rachelle Theodore</u></b><br/>       Rachelle updated the Workgroup that the Miami Lakes Educational Center celebrated Kick Butts Day with keynote speaker Jordan Bontrager. Students demonstrated the dangers of tobacco by laying body bags around the school. These were mark with tombstones that had tobacco facts. Over 600 students and numerous adults were reached through the event. Adults that attended requested cessation information.</p> <p><b><u>Model Tobacco Policy K-12: Rachelle Theodore</u></b><br/>       Miami-Dade County Public School Board endorsed Kick Butts Day. The Tobacco-Free Workgroup discussed the most important issues that should be brought to attention at the next meeting with the School Board contact. These include components 8 and 9 for the Model K to 12 Policy – Wearing clothing or using other items that advertise or promote tobacco products is prohibited and Tobacco advertising and acceptance of gifts, including curriculum, from tobacco companies is prohibited. The members also agreed that signage was a necessary component to be discussed.</p> <p><b><u>Tobacco-Free Multi-Unit Housing: Valencia Morris</u></b><br/>       Valencia Morris updated the Workgroup on the recent presentations that were made to public housing managers, staff, builders and tenants at 5 buildings that will soon be undergoing renovations. As part of the renovations a smoke-free policy will be put in place.</p> <p><b><u>Employee Cessation: Jessica Weigner</u></b><br/>       The Tobacco-Free Workgroup will be collaborating with Worksite Wellness Committee next quarter to contact smoke-free hotels that may be interested in joining the Consortium.</p> | <p>The Workgroup members will be meeting with the contact from Miami-Dade County Public Schools to discuss these components.</p> |

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| <p>Executive Board Update</p> | <p>The Marketing and Membership committee will be presenting workshops on topics which members find most valuable.<br/>         The topics picked by the Workgroup:</p> <ul style="list-style-type: none"> <li>• Book It! Getting your Experts on Radio and TV</li> <li>• Put A Face On It: Tell A Compelling Story</li> <li>• The “Who Cares?” Test making it relevant</li> <li>• Social Media Strategies</li> <li>• The Truth about PSAs</li> <li>• Available Media and PR</li> </ul> |  |
| <p>Upcoming Events</p>        | <p>April 6-13, 2013 Tobacco Free Florida</p>  |  |
| <p>Closing/Adjourn</p>        | <p>The meeting was adjourned at 11:24 AM.</p> <p>The next meeting will be held on May 27, 2013.</p>   |  |