



CONSORTIUM FOR A HEALTHIER MIAMI-DADE

Tobacco-Free Workgroup Meeting Minutes Monday, March 31, 2014

TOPIC	DISCUSSION	ACTION NEEDED
Members Present	<p>Nancy Maidique, Florida International University Valencia Morris, Florida Department of Health in Miami-Dade County Judy Futerfas, Member of the public Dorothy Parker, Sylvester Comprehensive Cancer Center Natouchka Murray, Florida Department of Health in Miami-Dade County Matthew Competiello, American Lung Association</p> <p><i>Via Conference Call</i></p> <p>Javier Berezdivin, Miami Dade County Public Schools Monique Brijbasi, St. Thomas University Dr. Asma Aftab, University of Miami Georgette Baeza, Royal Caribbean Line Ariel Morel, Healthy Start Coalition Kim Tillman, Royal Caribbean Line</p>	
Welcome and Introductions	<ul style="list-style-type: none"> • The Tobacco-Free Workgroup was brought to order by Chairwoman Nancy Maidique at 9:35a.m. All members were welcomed and introduced. • Valencia Morris presented the Public House Networking Event photos for the partners to view. 	<ul style="list-style-type: none"> • Natouchka Murray and Georgette Baeza will collaborate in creating a Dropbox or a Flickr account hence allowing the entire Tobacco Free Workgroup to view the Public House Networking Event photos; Due to some members that were unable to view the photos through their personal e-mail.

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<p>Review and Approval of Minutes</p>	<ul style="list-style-type: none"> • The minutes from the Tobacco-Free Workgroup meeting held on January 27, 2014 were reviewed. • Dorothy Parker motioned to approve the minutes and Judy Futerfas seconded the motion. 	<ul style="list-style-type: none"> • Slight changes will be made to the meeting minutes held on January 27, 2014.
<p>Updates from the Chair</p>	<ul style="list-style-type: none"> • Nancy Maidique stated that she and the SWAT presented at the City of Miami Dade Commissioners 1st and 2nd hearing and to the Miami Dade County Commissioners in efforts to ban the sale of electronic-cigarettes to minors. The policies in regards to electronic cigarettes were both passed unanimously. Ms. Maidique wanted to thank Alfie Leon, Vice Chair of the Children’s Issues / Oral Health Committee for informing the grantees about the Miami Commissioners meeting. She also wanted to grant a special appreciation to Commissioners Barbara J. Jordan, Esteban Bovo Jr., Juan C. Zapata, Sally A. Heyman, and Jean Monestime for speaking up and influencing the ban of tobacco use. • The Chair mentioned that the grantees presented a power point presentation to the Marketing and Membership Committee on electronic cigarettes and tobacco’s marketing tactics used to influence tobacco use among teenagers. The Chair mentioned she presented to the Worksite Wellness committee on policy and electronic cigarettes. • The Chair spoke about grantees collaborating with the Miami Beach Coalition in regards to a sting operation set up with the police department. The sting operation will focus on teenagers whom appear to be of age, purchasing cigarettes in hopes to find out whether or not the teenagers were asked to show proof of age through presenting their identification card. Nancy Maidique wanted to thank the project Coordinator for the Miami Beach Coalition Marina Alveres, for arranging the collaboration. • The Chair explained that the funds from the Health 	<ul style="list-style-type: none"> • Inform the SWAT Organization to become involved with the Miami Beach sting collaboration.

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	<p>Foundation of South Florida will be used to purchase SWAT t-shirts, and will be changing the print on the t-shirts from white to black, allowing for the shirts to stand out, and also placing the Health Foundation of South Florida logo on the back of the SWAT t-shirt. The rest of the proceeds will be used to sponsor Mrs. Florida (Teresa Sheffield) in the upcoming 2014 International Pageant by placing an ad in the pageant magazine that will showcase, Mrs. Sheffield, the Consortium logo, and the Foundation of South Florida logo. This will allow for a widespread viewing of the Consortium, the Health Foundation of South Florida and Mrs. Sheffield' anti-tobacco campaign.</p> <ul style="list-style-type: none"> • For the executive board update, the Chair of the Health Promotion and Disease Prevention Committee, Leyanee Perez began a “Healthy Happens Here” Campaign with restaurants. The campaign will consist of nutritionists, whom will be assessing certain dishes from participating restaurants and will be placing the restaurants on the Miami’s Healthiest List, if they meet the criteria. • Nancy Maidique read the letter sent to CVS that was written on behalf of the Tobacco Free Workgroup, thanking CVS for their efforts in no longer providing the sale of tobacco products. 	<ul style="list-style-type: none"> • The grantees are currently working on creating a tobacco free version of the “Miami’s Healthiest List”. • Grantees should create a name that has a similar theme for “Healthy Happens Here”, and also create a postcard or sticker for places that fit the “Healthy Happens Here “criteria by being smoke free.
<p>Healthy Community Action</p>	<ul style="list-style-type: none"> • Healthy communication action kudos recognition was presented to Dr. Asma Aftab for providing the idea to write a thank you letter to CVS. • Dorothy Parker stated that she placed a complaint for Little Hoolies Sports Bar in being in violation of the clean indoor air act, and has not been able to get the issue resolved, due to no follow up from Little Hoolies. She will continue reaching out to the appropriate officials in regards to the matter. Dorothy Parker also explained that she has not received a response from the 	<ul style="list-style-type: none"> • Information about the partnership meetings have to be submitted two weeks in advanced to the Miami Herald.

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	<p>Biltmore Hotel in regards to her complaint of tobacco use near the pool area.</p> <ul style="list-style-type: none"> • Judy Futerfas has not noticed any smoking on the trains, and any signs posted up around the metro train station area. • Judy Futerfas submitted information regarding the Tobacco Free Workgroup meetings to the Miami Herald 	
<p>Tobacco Prevention Education and Awareness</p>	<ul style="list-style-type: none"> • Valencia Morris read the press release which addressed the county's health rankings and how the Tobacco Prevention Program and their partners were mentioned and used as an example for the significant improvements in Miami Dade County. • Valencia Morris provided information and a fact sheet on Understanding Florida's Legislative Process, it explained on how an idea becomes a law. • Valencia Morris provided an update on SB342, SB 224, and SB594. • Javier Berezdivin read parts of the article "Electronic-Cigarettes Bill Draws a lot of Debates". This article informed viewers about HB 169. • Valencia Morris stated that the New Year for the Tobacco Prevention Program begins on July 2014; The Tobacco Prevention Program will be sponsoring 3 events: The Worksite Wellness Forum, Tobacco Summit in Hialeah, and the Annual Consortium Event. 	<ul style="list-style-type: none"> • Bring awareness to all partners and SWAT members to create a personal letter explaining to Senator Artilles why he should remove the preemption clause. • Matthew Competiello will send the grantees an additional example letter, which can be used solely by the Tobacco Free Workgroup. • Judy Futerfas and Natouchka Murray will collaborate in creating a postcard that will thank the stores for following tobacco policies, and also bringing awareness to tobacco

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<p>Subcommittee and Workgroup Updates</p>	<p>Students Working Against Tobacco</p> <ul style="list-style-type: none"> • SWAT had a 2 day kick butt's event at Miami Lakes Educational Center. <p>Flavored Tobacco</p> <ul style="list-style-type: none"> • The City of Doral passed a resolution on Flavored Tobacco. <p>Multi-Unit Housing</p> <ul style="list-style-type: none"> • Matthew Competiello and Valencia Morris presented the PSA video referencing multi-unit homes going smoke free and the benefits. The video was collaboration with the American Lung Society, Tobacco Free Workgroup, Broward County Partners, and Broward Regional Health Plan Council. 	<p>issues.</p> <ul style="list-style-type: none"> • The grantees will be working with the school board on ensuring that the proper information regarding electronic-cigarettes are inserted into the model comprehensive school policies.
<p>Upcoming Events</p>	<p>Friday, April 25, 2014 : Annual Consortium Event</p>	
<p>Closing/Adjourn</p>	<p>Forward any suggestions or member's organization upcoming events to natouchka.murray@flhealth.gov The meeting was adjourned at 11:45am. The next Tobacco Free Workgroup meeting will be held on Monday, May 19, 2014.</p>	