

TOBACCO FREE TIMES

Hughes News



Shannon Hughes
Bureau Chief

Bureau of Tobacco Free Florida

As the upcoming Florida Public Health Association (FPHA) president-elect, it was my pleasure to attend the American Public Health Association Presidents-Elect Meeting and Technical Assistance Training in Washington, DC, on June 9-11. The meeting was held at the Hyatt Regency on Capitol Hill and from the moment I stepped out of the shuttle from the airport, I knew I was in for an exciting and informative experience.

The purpose of this annual meeting/training is evident in its title, and could further be discerned from the agenda which included: icebreaker activities for attendees to get to know each state's representatives (over 40 state affiliates were represented there!); introductions to Affiliate Affairs staff; an overview of what the Council of Affiliates is all about; a "new APHA" and strategic direction, and so much more. An amazing thing to note is that APHA paid for this trip for all of us!

Two of the things that I and other participants seemed to really enjoy were an overview and Q & A session on governance and financial management with Jacqueline Henson, attorney with Ober and Kaler, legal consultants to APHA; and a presentation by the APHA Executive Director, Georges Benjamin, MD. *Continue reading on page 7.....*

Are your schools taking advantage of the Florida Online Tobacco Training Course for Educators?

It is a great way to get tobacco prevention education into your schools and give teachers **free** in-service points for recertification. The website is <http://www.tobaccopreventiontraining.org/default.html> .

Pre-registration is active now for the FY2015 Course.

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*To protect the people of Florida
from the dangers of tobacco.*

Smoke-free Housing list passes 600, now 760!

Thanks to the hard work of so many of our grantees, our list of identified smoke-free properties statewide topped 600 in June. However, while preparing to announce this milestone to the group I was contacted by Robert Ostbye, the Tobacco Prevention Specialist in Collier County. Robert had discovered that a management company in his area had a smoke-free policy for all of the units in all of their condominiums. This added 159 new condominium properties to our smoke-free list which brings our total number of smoke-free properties statewide to 760 properties. This includes 632 with 100% indoor policies; 98 entire grounds policies and 31 partial policies that have at least one full building on the property that is 100% smoke-free. Condominiums now make up 201 of these properties. Keep up the great work everyone!

Ron Davis

Reminder

If you have an urgent contract need and your Contract Manager is out of the office, please contact their supervisor, Steve Radford.



No Butts on the Beach 2014

*By Devvion Johnson, MPA
S.W.A.T. Coordinator, FDOH-Duval County*

On Saturday, August 30, 2014, the Florida Department of Health Duval County S.W.A.T. chapter will host its first annual "No Butts on the Beach Day." In this effort our S.W.A.T. chapter will partner with other community organizations such as the [Tobacco-Free Jacksonville Coalition](#) and the [Keep Jacksonville Beautiful Commission](#). Together we will be picking up cigarette butts on Jacksonville Beach and making a statement to the public via our work. This event will also provide an opportunity for S.W.A.T. members from the different schools to meet one another and members of the community organizations. An informational table with brochures, S.W.A.T. details, cessation information, and neat giveaways will be set up to engage the public about the clubs and local activities. The Duval County S.W.A.T. chapter includes clubs at six public schools and a recent addition of two private schools: Lighthouse Christian School and Holy Rosary Catholic School.

On Friday, June 20, 2014, The Tobacco Free Partnership of Jackson County visited CVS Marianna to thank them for choosing to not sell tobacco products in its stores. The Tobacco Free Partnership of Jackson County presented Mr. James Lee, Store Manager, with a plaque and a signed Thank You banner.

By: Antonio Johnson



Pictured to the left is the Tobacco Free Partnership of Jackson County SWAT Clubs that include St Luke, New Hope, Grandridge, Malone, New Hope and Graceville SWAT Club Youth.

Pictured to the right is Ms. Long, SWAT Advisor Grand Ridge Middle; Mrs. Beverly Martin, SWAT Coordinator for the Jackson County SWAT Chapter; James Lewis, Area Health Education Center Representative; Mr. James Lee CVS Marianna Store Manager; Antonio Johnson, Tobacco Prevention Specialist for Jackson County; Mrs. Melenda Smith, SWAT Advisor for Malone High School; Mrs. Sharon Bowers, SWAT Advisor for New Hope Church SWAT and Mr. Lavester Ramsey, SWAT Advisor for Graceville Community SWAT Club.



Grantees continue striving to make the great State of Florida TOBACCO FREE.

SWAT

Empowering youth and keeping them engaged in tobacco control can be tough. There is plenty of research that shows the benefits of engaging youth in the civic process, but not many “how-to” manuals. Many of us are left to give it our best shot, relying on guidance from other successful programs and hoping to strike gold along the way. In the ten (plus) years I have worked in SWAT, I have learned some valuable do’s and don’ts which made me wonder if.....*anyone who engages youth should have to own a dog first.*

There are a surprising number of comparisons and lessons learned from dog ownership that transfer to engaging youth. For instance, a responsible dog owner understands her breed. If the owner is smart, she has researched the type of dog she wants to be sure the breed’s temperament, activity level and maintenance needs match her own. Recruiting SWAT members isn’t much different. Thoughtful consideration should be made in the skills and commitment level you need from the youth. In the same way, staff need to determine how much time and resources they have to build the capacity of their youth. There is nothing worse than a hyper dog who has been crated an entire work day only to learn that his owner is too tired to even throw a Frisbee. It is possible, and even essential, to meet each other’s needs. That begins by making a fair assessment of what you have to offer and what you need in return.

When I first brought home my current dog, Ammo, it wasn’t exactly a perfect fit. I unfairly compared him to my previous dog that I had come to see as perfect. For a few weeks I was driving myself (and Ammo) crazy with my constant demands and I was a bit frustrated that he couldn’t follow commands like, “stay out of my kitchen”. Finally, I realized (thanks to a patient husband), that Ammo hadn’t even mastered the basics like “Sit” or “Down” and had a hard time staying in a heel position as we walked. I had to focus on the basics and allow him to be successful first. How many times have we pushed our youth to be tobacco “experts” or our “spokesperson” before they are ready? It takes time for them to learn the basics and have some success. A dog masters a trick through repetition. The same is true for humans. We have been trying to teach Ammo to limp. Not easy for a dog when he isn’t hurt. This requires that he first learn to lift his paw then learn to bend his paw and finally walk with one paw lifted and bent. Ammon has learned to limp in stages with each new stage being more difficult than the last. We broke down the hard task into more manageable ones. Youth skillsets can be developed in the same way. But we have to be patient and willing to constantly re-direct our youth towards refining their raw talent. It doesn’t really help youth if we stop short of their potential and only praise their first stage of development.

Ammo has become my most reliable running partner. He is beside me during my daily jog and hangs in there on the weekly long runs. He assumes a work mentality when he sees me lace up. I appreciate that he has learned to limit the sniffing and stops during our runs so that I can work up a sweat. Our evening walks are a little different. After all, he is a dog. He still gets alert at squirrel sightings and checks out bushes along the road. When his ears perk, I find myself trying to see what has caught his attention. My curiosity is two-fold. I want to avoid the quick yank on my shoulder, but it can also lead to seeing things I otherwise would have missed. There have been times when I followed his gaze to a deer on a trail. Another time I saw an owl. SWAT can provide community opportunities for our youth and connections that will open doors for their future. It isn’t hard to list all of the ways SWAT can enrich a youth’s experience or boost their college resume. But do you take the time to let youth lead you into new places? Do you glimpse their world for unexpected treasures? Trust me, you will be pleasantly surprised. I read my first Harry Potter book at the recommendation of a SWAT youth.

So, despite the lack of published research to support my claim, it just may help to own a dog before you begin managing a youth empowerment program.

By: Laura Corbin

The Residence at Timber Pines Goes Tobacco Free

- Policies Protect Residents from Secondhand Smoke and Smoking-Related Fires -

Spring Hill—Smoke-free multiunit housing properties, a growing trend throughout the country, has made its way to Hernando County.

Magnolia Gardens and Portillo apartments are two local apartment communities that have implemented smoke-free policies in all of their indoor spaces including individual apartments. **The Residence at Timber Pines** has had a smoke free indoor policy since it opened in 2000 but on May 1st, it took an even bolder step by rolling out a tobacco free *grounds* policy. The policy means no tobacco use, by anyone, at anytime, anywhere on the property.

Across the state, there are more than 500 smoke-free multiunit housing properties and 73,000 smoke-free units.

For property managers and landlords, smoke-free policies can have economic benefits. More than 80% of Floridians are non-smokers. Many people who do smoke do not permit smoking in their homes. Given these numbers, many properties have very successfully marketed their smoke-free policy as an amenity, not a restriction. Smoke-free policies can save money by eliminating the need to repair or replace carpeting, floors, fixtures, countertops or appliances damaged by burns or nicotine stains. At the end of a lease, smoke-free units require less turnover time due to fewer preparation and repainting needs.

Tobacco smoke can move along air ducts, through cracks in the walls and floors, through elevator shafts, and along plumbing and electrical lines affecting units that are nearby. Therefore, there are also numerous benefits for residents as tobacco smoke contains more than 7,000 chemicals, hundreds of which are toxic and at least 70 known to cause cancer. Exposure, even for short periods of time, can be dangerous.

“A home should be a safe place for every one, especially people with existing health conditions, the elderly, and children who are more vulnerable to the effects of secondhand smoke,” said Terri Osteen, Executive Director at the Residence at Timber Pines.

Ann-Gayl Ellis, Health Education Program Consultant with the Florida Department of Health in Hernando County, says Ms. Osteen’s tobacco free grounds policy also supports employee wellness initiatives. At The Residence of Timber Pines, free smoking cessation programs are offered to employees on site and company health insurance covers medication and nicotine replacement tools.

By: Ann-Gayl Ellis



Left to Right: Gladys, Terri ,Danielle

On June 29, 2014, the **Holmes County** Tobacco Prevention Program sponsored the largest annual community event known as the Panhandle Patriotic Celebration. It has grown dramatically in the last couple years. The Panhandle Patriotic Celebration requested our involvement with an increased presence at the event. Partnership members were responsible for posting anti-tobacco banners and setting up an informational table with anti-tobacco materials. Cessation information was provided to attendees to take home. Anti-tobacco partners were present to speak about the dangers of tobacco products and how “Big Tobacco” targets youth. Anti-tobacco coloring books, stickers, and fans were distributed to attendees. Representatives from the Washington County anti-tobacco coalition and Washington County grantee staff also participated in the outreach efforts. The Panhandle Patriotic Celebration occurred in the City of Bonifay– the county seat. The event was considered tobacco free.

By: Chris Lauen



Smoke-Free Multi-Unit Housing in Miami Dade

Dante Fascell Preservation becoming Smoke Free.

There is a new trend of multi-unit housing providers and decision makers adopting smoke free policies for buildings they own or manage. Multi-unit housing such as apartments, condominiums and town-homes are common multi-family housing that share walls, ceilings and ventilation systems that give easy access to secondhand smoke exposure between units.

The Dante Fascell Preservation, a multi-unit housing (previously managed by Miami Dade Public Housing Authority) with 151 units and currently managed by TRG Management Company, will be adopting a smoke free policy starting August 1, 2014. “We are ecstatic our property is going

smoke free, this will create a healthy environment for our residents” said Terry Rojas, Property Manager, Dante Fascell Preservation. In addition, another four properties (Joe Morretti Preservation, South Miami Plaza, Jack Orr Plaza and Stirrup Plaza) under TRG Management Company are revising their policies to include a smoke free policy.

Dante Fascell Preservation will have a kick off event for their new non—smoking policy on July 29, 2014 at their community center located at 2929 NW 18th Ave, Miami, FL 33142.

By: Paola Menoscal



*Continued from front page....*It was very interesting and informative to hear Ms. Henson discussing issues within her area of expertise (especially how to keep your state affiliate out of trouble!) and Dr. Benjamin sharing his thoughts on the work of APHA and how much more we can all achieve if we work together. Health Equity was another session that was a lot of fun and extremely well done. I liked how the presentation team/facilitators (with CommonHealth ACTION) explained that Health Equity is different from Health Disparities: Health disparities are the Population-specific differences in the incidence and prevalence of health conditions and health status. This is what we usually talk about/refer to. But what is more interesting is to think about the health inequities - which are the differences in health status between certain population groups that are avoidable, unjust, and unfair and lead to health disparities. It was sort like being lead through an exercise where you look at the root causes (social determinants) of health – and the many differences are what lead to health disparities. (You can google CommonHealth ACTION to find out more about their mission). This was a very good session!

It was an interesting experience and definitely served to raise my awareness of the resources that APHA offers to the state affiliates, and their eagerness to collaborate, share and partner. Think about joining APHA and or FPFA!!

Take care,
Shannon Hughes

Study Published

The Bureau of Tobacco Free Florida collaborated with RTI International to publish a new study in the journal *Pediatrics* entitled *Exposure to Electronic Cigarette Television Advertisements among Youth and Young Adults*. The study is part of the Department's surveillance efforts surrounding the complex landscape of electronic cigarettes, especially as they relate to young people. The study found that youth exposure to e-cigarette advertising increased by 256% from 2011 to 2013. During the same time period, exposure to e-cigarette advertising among young adults increased over 321%. The results of the study were reported by most major news organizations including Reuters, Time Magazine, USA Today, NBC, ABC and FOX News. The United States Senate Committee on Commerce requested written testimony on the results for a hearing on 'Aggressive E-Cigarette Marketing and Potential Consequences for Youth'.

Article: <http://pediatrics.aappublications.org/content/early/2014/05/27/peds.2014-0269.abstract>

Senate hearing: http://www.commerce.senate.gov/public/index.cfm?p=Hearings&ContentRecord_id=42af91a8-6308-45b5-9842-74bc5833be73

REMINDER



ATACS
Automated Tobacco Activity
Collection System

FLBTPP.com

FLBTPP.com

ATACS and SharePoint

Training



- New Users (ATACS or SharePoint Comprehensive Introduction)
- Existing Users (Refresher)



Technical Support

- Atacs Support (Help, User Management, Etc.)
- SharePoint Support (Help, User Management, Etc.)

On Demand

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KUDOS



CORNER

The Brevard Tobacco Initiative and Students Working Against Tobacco are happy to announce that we have received another flavored tobacco resolution from the City of Cocoa with outstanding support from the board members and support staff. The SWAT students conducted the original presentation in October 2013 and received the signed resolution on June 24, 2014. This brings Brevard's resolution count to 4 city and 1 county; anticipating that we will receive our 5th city resolution in quarter 1 of the 2014-2015 fiscal year.

**Hernando County
Educational Smoke House
gets a facelift**

<http://hernandotoday.com/he/list/news/smokehouse-gets-a-facelift-20140705/>

Marketing Campaign Highlights



Media Material Updates:

The **Media Request and Media Customization Request Forms** have been revised. We added rows to include your county name and the policy area. Please discard any previous forms. The updated forms have been uploaded to the BTFF SharePoint site (under the Media tab in the Shared Documents folder). The updated forms are also available on the media hub under the Media/Customization Request Forms category.

The **Tobacco Free Florida Brand Book** has been updated to ensure that we all are using the preferred logos and to maintain consistency and cohesiveness in all communications. An electronic copy is available on the media hub under the Brand Guidelines category.

Tobacco Free Florida Media Hub:

The Media Hub is currently undergoing a full site update. Additional details will be provided once the site update is complete.

Follow this link to begin your journey into the great domain of
[Tobacco Free Florida.](#)

Update on Florida Youth Tobacco Survey indicators

We're seeing great progress in our FYTS outcome indicators, some of which is attributed to your local efforts. Keep up the good work!

In the area of Flavored Tobacco, there were significant decreases in both **ever** use of flavored cigarettes, flavored cigars, and/or flavored smokeless tobacco and **current** (within the past 30 days) use of these specialty products. **Ever** use decreased 32.2% from 2010 to 2013 (17.7% of youth 11-17 reported ever trying a flavored cigarette, flavored cigar, and/or flavored smokeless tobacco in 2010 vs. 12.0% in 2013). **Current** use decreased 37.6% from 2010 to 2013 (8.5% of youth 11-17 reported using a flavored cigarette, flavored cigar, and/or flavored smokeless tobacco in the past 30 days in 2010 vs. 5.4% in 2013).

Among youth 11-17 living in Multi Unit Housing (e.g. an attached home like a townhouse or duplex, a multi-story building like a condominium or apartment), there was a significant decrease among those who say "smoking is allowed in the home" from 2011 (10.2%) to 2013 (7.5%).

From 2006 to 2013 there was a significant increase of youth 11-17 stating that there is a rule that smoking is not allowed on school property (90.4% in 2006 vs. 91.5% in 2013). Additionally, there were significant decreases in seeing **students** smoking on school property during the past 12 months and seeing **adults** smoking on school property during the past 12 months from 2011 to 2013. Youth 11-17 reporting that they have seen **students** smoking on school property during the past 12 months decreased by 19.1% (40.8% in 2011 vs. 33.0% in 2013) and that they have seen **adults** smoking on school property during the past 12 months decreased by 19.4% (20.1% in 2011 vs. 16.2% in 2013).

Are You Reaching Out to All Sectors of Your Community?

Reaching out to new allies before beginning the planning process helps to guide efforts. A variety of demographic segments and organizations in the community should be invited to participate in the policy process from the start, including:

- Business owners;
- Civic organizations;
- Educational institutions;
- Environmental organizations;
- Faith communities;
- Health organizations;
- Hospitality business owners;
- Labor organizations;
- Lawyers;
- LGBT (lesbian, gay, bisexual, transgender) groups;
- Medical professionals;
- Musicians and entertainers;
- Racial and ethnic coalitions;
- Restaurant, bar, and casino employees; and
- Youth and young adults.

The goal is to build a partnership reflective of your community as a whole, including those most heavily affected by tobacco use and exposure.

(Americans for Nonsmokers' Rights. *Fundamentals of Smokefree Workplace Laws*. Berkeley, CA: Americans for Nonsmokers' Rights; 2009)



Hope you all had a safe and fun 4th of July!



To protect the people of Florida from the dangers of tobacco.



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