

TOBACCO FREE TIMES

Hughes News



Shannon Hughes
Bureau Chief

Bureau of Tobacco Free Florida

The fall is upon us and we are all relieved to say goodbye to the heat of the summer. Speaking of heat, we have had some pressure cooker days these last several weeks, with getting our Request for Applications posted, negotiating major contracts, and working to implement new and innovative projects. I know it has been a hectic time for all of you as well, for as soon as we posted the RFA you had to start working on your applications! We are pleased to have secured a private company to handle the review and scoring of your applications to ensure completely unbiased scoring. We recently received a letter from the Centers for Disease Control and Prevention Office of Smoking and Health giving us guidance on electronic cigarettes. The Surgeon General will share this letter with our Tobacco Advisory Council members and then we will share with each of you. We are very pleased that CDC is taking more of a proactive position on e-cigs and the erosion they may inflict to the progress made over the last decades on the reduction of smoking rates.

The holidays are coming on fast and I encourage you to take time off when you can and RELAX! Get plenty of sleep to help your body stay healthy, ward off disease, and enjoy your work and your private life. You guys are the best!
Take care,
Shannon Hughes

You're Empowered, so let's #FinishIt

By Vincent Irving

In January, 2014, I was selected as one of four Legacy National Youth Activism Fellows. Legacy is the largest non-profit in the United States that solely works on the issue of tobacco. As a National Youth Activism Fellow, I am charged with working on a local project, which has become known to many as Tobacco #Adwareness. I also help promote the truth national campaign, #FinishIt, which is expected to engage thousands of youth and young adults throughout the nation. Thus far, the fellowship has allowed me to be featured in the Florida A & M University FAMUAN newspaper and on healthline.com. *Continue reading on page 8...*

Tobacco Free
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To protect the people of Florida

Hardee County Tobacco Prevention

By: Leslie Bond

The Hardee County Tobacco Prevention team has made significant accomplishments, in the first quarter of 2014-2015. As of August 26, 2014 six Hardee County School Campuses have Tobacco Free banners on display. Each campus has three banners displayed at the front entrance visible by student, teacher, and visitor parking lots. Pictured from left to right are: Patricia Saunders, Tobacco Prevention Specialist, Jessica Gonzales, SWAT Vice-President, Steve Rogers, SWAT Advisor at Hardee Middle School.



On October 7, 2014 a SWAT chapter was re- established at Hardee Senior High School .Our SWAT Advisor's name is Megan Zahara, who works as a Leadership Skills High School Teacher. The High School SWAT has grown to 25 members since inception. Members participated in the Homecoming parade by building a float with a tobacco prevention message following the Homecoming Theme of, "Then & Now". The Death of the Marlboro Man!





Students Working Against Tobacco (SWAT) members and adults from Region 1 hosted an engaging and motivational leadership retreat from Friday, November 7 to Sunday, November 9, 2014 at the Laguna Beach Christian Retreat in Panama City Beach. Nearly 160 youth and more than 40 adults convened for the weekend from each of the 18 counties in Region 1. Joining Region 1 SWAT were three Youth Advocacy Board (YAB) members and two adults from Region Two. The Region 2 guests were honored as Regional Ambassadors for the weekend.

Attendees at the retreat were taken on an educational whirlwind. The youth immersed themselves in large and small group activities centered around the theme of "Tobacco Through The Decades". The counties in attendance also collaborated to produce "Tobacco 2.0", a sequel to Region 1's "SWAT 101" training video. The filming efforts were coordinated by Okaloosa County who served as the team's main point-of-contact for the youth script writers, youth actors and the professional videographer. Other endeavors from the weekend included rotating sessions focused on building leadership skills and interactive activities exploring current tobacco-prevention and policy issues. Youth also met with SWAT members from their home county during county break-out meetings on the last day.

A more detailed look at the agenda provides insight into the full extent of the weekend's enthusiastic undertakings.

The 700 seat auditorium which was utilized for large group sessions was creatively decorated by a team led by Okaloosa County. Posters, banners, pull-up banners and signs were complimented by a "photo booth" featuring a SWAT backdrop and funny, hand-held props. Upon arrival, attendees checked into the retreat and received a preprinted name tag containing information about their dorm room assignment and small group assignments. Binders created by Wakulla County were also provided. The comprehensive binders contained an agenda, a map of the facilities and notes pages or slide pages from the upcoming presentations or

TURN UP THE VOLUME

Featuring
BAY COUNTY

Peggy Caldwell, Bay County TPS, has decided to shine her spotlight on the awesome Region 1 SWAT Retreat!

activities and a front cover with original art. Each large group session began with a fun icebreaker led by youth from Holmes County. During the opening ceremony, the Region 1 YAB took the stage in a flurry of applause and cheering. They introduced the crowd to the retreat's Tobacco Through the Decades theme by stating, "A former SWAT campaign asked the question, 'What would you do for \$51 billion?'. This weekend we will see exactly what big tobacco companies do for \$51 billion and investigate all they have been up to through over the decades." During the YAB's overview, they invited the Region Two YAB Ambassadors to come to the podium and address the group and introduce themselves. The Region 1 YAB also introduced the Region 1 Leadership Committee members by explaining the Region 1 Leadership Committee concept and defining the members as a group of SWAT youth who work to support the YAB and provide more youth leadership depth to Region 1. The YAB, Region 2 Ambassadors and Leadership Committee Members all received custom-made buttons to wear during the event, identifying them as leaders and main points of contact. *Continue reading on page 4....*



The “SWAT 101” video was shown on Friday night, as well as a short documentary film called “The Making Of SWAT 101”. Actors from the “SWAT 101” video were recognized and the “Tobacco 2.0” actors were introduced. The attendees were then instructed to break into their “Decade’s Groups”. These small groups were pre-assigned to ensure an even mix of youth of varying ages and from multiple counties. The Decades project officially began with each group researching tobacco milestones from their decade. The teams of youth created their portion of a tobacco timeline that spanned from the 1950’s to the 2000’s. The groups also worked together to prepared a five minute overview presentation of their decade that would be given the next morning during the first large group session. The Decades groups were led by a team of youth from Santa Rosa County and Washington County who were

called “Decades Experts”. These Decades Experts had worked for weeks in advance of the retreat to prepare notes on their decade and collect research and documentation to provide to their small group during this time. Saturday was a full day, which began with a large group session. The Tobacco 2.0 actors took the stage and presented their script to the audience as a sneak peek of what was to come in the finished training video. Next the Decades presentations began. The youth dressed in attire that resembled clothing from their decade and some groups played music from their decade. The educational and entertaining presentations covered the information contained in each decade’s portion of the timeline, which had been constructed at the back of the stage the night before.

After the Decade’s presentations, the youth divided into a different set of small groups, two high school groups and two middle school groups, each identified by a different color. The youth came together with their new team in a SWAT chanting contest before dismissing to their first morning session. The four groups rotated through four breakout classrooms, with each group completing every presentation by the end of the morning. The YAB members each presented four times in a row on a chosen topic. The topics included “Public Speaking and Media Advocacy” by Julia Osagie from Leon County, “Planning Projects for Observances” by Autumn Peck and Keilani Smith from Jefferson County, “Developing the Qualities of a Leader” by Lydia Delcambre from Santa Rosa County and “Policies and Policymakers” by Ja’Lisa Bellamy from Washington County. Each session lasted 25 minutes and combined a formal presentation with a hands-on activity or practical exercise at the end to keep the youth engaged and attentive.

After lunch the youth remained in their small session groups and participated in an informational scavenger hunt created by Washington County. The questions for the scavenger hunt were derived from the Decade’s Timeline presentations, the Tobacco 2.0 video script and all four of the YAB’s morning sessions. In this way, the youth were able to review what they had learned in a fun and collaborative way. The youth received popcorn and a drink from Washington County’s SWAT trailer as their prize for completing the scavenger hunt.

Continue reading on page 5...

The scavenger hunt led into the rotating afternoon activities. The youth formed into their decades groups and traveled to three separate break-outs rooms. The activities included:

The creation of a permanent Tobacco Through The Decades Timeline mural with the help of a Bay County Artful Truth artist and Artful Truth facilitator.

A letter-writing campaign led by Santa Rosa County based on Campaign for Tobacco Free Kids' new #ShopTobaccoFree website congratulating retailers who had gone tobacco free and encouraging others to consider following suit.

A tobacco panel discussion and Q & A facilitated by youth from Jackson County featuring expert tobacco panelists including James Lewis from AHEC, Joy Dixon from American Lung Association, Kristina Zachry from Quitdoc and David Powell from the Florida Department of Health in Putnam County.

A media campaign presentation by the YAB, examining the history *TRUTH*, and introducing the new Tobacco Free Florida youth media campaign *The Facts NOW*. This included laptops for exploring *The Facts NOW* test link, brainstorming launches for local counties and posting of "Coming Soon" types of teasers to social media.

Saturday's finale was a SWAT Talent Show coordinated by a team, led by Leon County, and an Awards Ceremony also planned by a team and led by Gulf County. The many, many youth leaders and facilitators from the weekend were also recognized for their roles and were given a button to wear the next day as a badge of honor. Master of Ceremonies Raekwon Williams, a SWAT youth from Leon County, energized the crowd and motivated them to change policies and work to create a tobacco free future. Near the end of the show, Raekwon brought the large of stack of letters written that afternoon to the stage. He held the letters up in the air and said, "Do you see this? This is what you've accomplished! We will send a message to Big Tobacco....*this* is what you call a youth-led movement! **Who are we?**" And at that moment the entire gathering of youth answered him with a unified shout of declaration- "**SWAT!!!**"

The next day the youth met with members of SWAT from their own county. They debriefed and began to plan ways to implement all that was learned over the course of the weekend when they returned home. After the county break-out meetings, each county selected two youth to come to the stage and report on their break-out meeting. The main item each group was asked to communicate in their report was their answer to the question "What are you going to do to make tobacco history and change the future of our timeline over the next 6 decades?" The YAB members from Region 1 and Region 2 also met in a separate break-out. They made plans to collaborate on future projects and discussed possible ideas to bring back to the rest of the state's YAB members.

The weekend was a training and networking success. The feedback received from both youth and adults was very positive. The 18 counties of Region 1 worked for months planning the event with the support of the Bureau of Tobacco Free Florida and all of the hard work was well worth the energy. During the planning stages, large pieces of the retreat had been delegated to committee teams and during the weekend of November 7 - 9, every county held a major role in the final implementation. The Ambassadors from Region 2 helped keep the big picture of a statewide effort in clear focus and their attendance was greatly appreciated. There is no single county who can take credit for the success of the weekend.

To everyone in Region 1, thank you for all that you prepared, planned, coordinated, executed, organized, worked, manned, sorted, packed, carried, contributed and led. Our team did well and we can all be pleased.



Tobacco Free Alachua Recognizes The Arc of Alachua County for New Tobacco Free Grounds Policy:

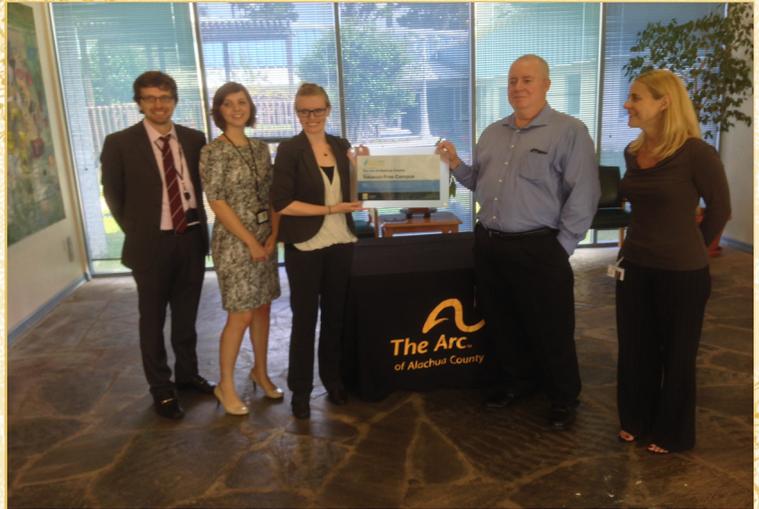
Fresh Air for Persons with Developmental and Intellectual Disabilities

By Ellen Ellick and John-Michael Gonzales

On Tuesday, October 14, Tobacco Free Alachua commended The Arc of Alachua County with an award for their new tobacco free campus policy, which went into effect October 1. After a year dedicated to educating staff and offering smoking cessation classes, The Arc of Alachua County implemented a tobacco free policy with the assistance of Tobacco Free Alachua. Elizabeth Wood, Tobacco Free Alachua's Chair, presented the plaque to Arc of Alachua County Executive Director Steve Drago, stating "Community leaders like the Arc of Alachua County are setting a fantastic example for businesses and non-profits all over the county."

Not only does the Arc's outstanding new policy create a healthy, supportive environment at their main campus, it also covers their 14 group homes throughout the community. Applying the tobacco free policy to the Arc's group homes helps protect a vulnerable group of Alachua County citizens from involuntary exposure to secondhand smoke. The Arc's new policy aligns perfectly with their efforts to make Alachua County a better, healthier place for persons with developmental and intellectual disabilities.

Tobacco Free Alachua's partnership with The Arc of Alachua County not only protects citizens from secondhand smoke, it also creates a healthy and supportive environment for its



From left to right:

Andrew Romero, Tobacco Free Alachua Health Policy Specialist; Marilyn Headley, Tobacco Free Alachua Health Policy Specialist; Elizabeth Wood, Tobacco Free Alachua Chair; Steve Drago, Arc of Alachua County Executive Director; Danielle Azar, Arc of Alachua County Human Resources Director.

staff to quit smoking. Research verifies that seventy percent of smokers want to quit and a supportive workplace policy facilitates their desire to quit. Director Drago spoke of the Arc's experience working with Tobacco Free Alachua to prepare for the new policy, "We encourage other organizations and institutions to contact Tobacco Free Alachua and begin the journey to a healthier, happier workplace...They certainly have helped The Arc become a healthier place for residents, staff and visitors."

Recognizing this organization earned the Arc of Alachua County and Tobacco Free Alachua valuable news coverage on local TV and radio stations as well as a feature in a [local business publication](#). This sort of coverage raises awareness for the local partnership and Tobacco Free Florida and helps us "protect the people of Florida from the dangers of tobacco."



Red Ribbon
Week 2014



Provided by Gulf County's SWAT Advisor, Valerie Clayton, at the Port St. Joe Elementary School.

The Bureau of Tobacco Free Florida Honors CareerSource Central Florida with Inaugural Dr. Rosebud Foster 2014 Excellence Award

Showcasing the collective power of partnerships, BTFF recently awarded CareerSource Central Florida Region 12 with the Dr. Rosebud Foster 2014 Excellence Award at the Florida Workforce Professional Development Summit held on October 31 in Orlando. The award was named in honor of the legacy of Dr. Rosebud Foster who passed away this past summer. Dr. Foster was a pioneering leader who spearheaded the piloting of the BTFF/CareerSource Tobacco Cessation project and drove innovation through her impactful work at the Nova Southeastern University AHEC as well as national academic and healthcare policy circles.

CareerSource Central Florida beat out 22 other CareerSource Florida regions by submitting the most referrals to Florida's 3 Free & Ways to Quit on behalf of its clients. This one-of-a-kind systems change initiative connects BTFF with unemployed, lower SES, and disabled Floridians, while expanding the Bureau's impact among priority populations who are disproportionately affected by tobacco use. To date, the project has generated more than 500 cessation referrals, boosting the employability and health of CareerSource clients at a time when they need it most.

Beginning January 1, 2015, the project will feature incentives that allow the 24 regional workforce boards that comprise CareerSource Florida to commit to a targeted number of referrals and earn "unrestricted income" for referring their tobacco using clients to Florida's free cessation services.

Hosted annually for more than 800 attendees, the Florida Workforce Professional



Photo from Left to Right: Les Range, Regional Administrator for the Department of Labor, Pamela Nabors, President/CEO of CareerSource Central Florida, Elisia Norton, BTFF CareerSource Tobacco Referral project coordinator, Chris Hart, President/CEO of CareerSource Florida and Joe Paterno, Executive Director of CareerSource Southwest Florida - Region 24 and Workforce Summit Award Ceremony facilitator.

Development Summit is a collaboration between Florida's key workforce organizations -- CareerSource Florida, the Department of Economic Opportunity, and the Florida Workforce Development Association.



Tobacco Prevention Program in Duval County

Celebrating National Make a Difference Day with Tobacco Clean Up

Jacksonville, Fla. - On October 24, 2014, the staff in Duval County organized a work-site tobacco clean up event. Earlier during the week, the Florida Department of Health in Duval County's director, Dr. Kelli T. Wells, had the remaining cigarette receptacles removed from the property sending a clear message and reinforcing the department's tobacco-free grounds policy. The community service act drew the attention of fellow-employees and clients alike. The staff plans to do this activity annually until it is no longer needed!

(Photographed left to right: Ms. Devvion Johnson, Ms. Sheila Carey, Dr. Rob Thomas, and Ms. Tierra Chandler)



S.W.A.T. Recruitment Activities

By Devvion Johnson, S.W.A.T. Coordinator
Jacksonville, Fla. - The Florida Department of Health in Duval County's S.W.A.T. Chapter Recruitment 2014 initiative got off to a great start. Each S.W.A.T. club held a recruitment event on their respective campuses. A few schools were chosen to be highlighted for their outstanding efforts in recruitment. **Sandalwood High School** held its S.W.A.T. recruitment event during open house on Monday, September 15, 2014, led by Mrs. Kim Glover-Murphy, S.W.A.T. Advisor. Mrs. Glover-Murphy set-up a table filled with information about SWAT's mission, goals, and how to join. Students and parents were able to learn more about S.W.A.T. and its presence on campus. Mrs. Glover-Murphy is photographed with new member recruits.



One of our newer clubs, **Lighthouse Christian School**, has been soaring with members. Mrs. Kana-an, S.W.A.T. Advisor, has recorded a whopping 55 students (forms signed) since the start of the school year. Her club is celebrating Red Ribbon Week with presentations by the Tobacco Prevention Program and Drug Free Duval combined.

(Photographed from left to right: April McKinstry; Mrs. June Kana-an, S.W.A.T. Advisor; Courtney Cliver, Secretary; Kareem Ali, Vice President; Anthony Daub-Wims, President; Terry Hall, PR Officer; and E'Monie Smith, Treasurer, Lighthouse Christian School)



I have also visited Washington, DC, San Francisco, Chicago and, most recently, the Gold Star State of Maine on behalf of Legacy. This work ensures I uphold Legacy's mission to engage young people in my community and communities near me.

On October 27–28, 2014, nearly 250 youth from across the state of Maine gathered in the Augusta Civic Center located in Augusta, Maine for the 4th Annual Maine Youth Action Network Summit. It was definitely a WOW moment for me to observe all of the youth leaders actively seeking to engage their peers from across the state. I was particularly impressed by the diverse groups represented at the event, including individuals of the Muslim faith and the LGBT community.

My role during this summit was to empower youth and adults that work with youth. Fortunately, everyone in attendance was fired up and ready to go from the start of the event. Within the first ten minutes of the Empowerment Tour, formally known as a presentation, I realized that the youth simply wanted to know how to inform others while maintaining engagement with little to no financial resources. I unveiled "The Picture of Activism," which creatively demonstrated how advocacy, education, organizing, and service work in tandem to create well-rounded activism. By the conclusion of our Empowerment Tour, the passengers had internalized various activities they can conduct at home in order to engage and empower their community.

For more information on the four components of activism check out [the Legacy Youth Activism Guide](#).



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vinceirv #Repost from @kickbuttsday having a blast helping youth #FinishIt #YouthActivismFellow @truthorange #SPARCachange

Like Comment

Now that the national youth smoking rates have reached an all-time low of 9%, it is extremely exciting to know that there are an additional 250 youth in the Gold Star State that are empowered enough to help #FinishIt. There is still time to join the Empowerment Tour, so discover your "Picture of Activism" and let's #FinishIt!

STUDENTS WORKING AGAINST TOBACCO

The YAC Test

By: Laura Corbin

YAC is one of my favorite acronyms. Not because it can be used to reference all the fantastic Youth Advocacy Coordinators that work across Florida and throughout the U.S. It also stands for a very telling football statistic, *Yards After Contact*. This is the distance a football carrier travels **after** they have been hit or tackled. There are a few things you can expect when playing football and one certainty is contact. It is never a matter of, if a tackle occurs, but when. Good running backs explode through holes and protect the ball on the run. But great running backs keep their eyes focused downfield as they try for another yard (or two) after a hit. This example of grit and tenacity is what YAC is all about. In fact, I consider YAC as much a state of mind as a measure of turf.

Colin Gautrey, author of *Influential Leadership*, defines tenacity as “persistence of purpose”. Tenacity is the ability to display commitment to what you believe in.

In tobacco control work, especially when engaging youth advocates, we can, and should expect contact. Some obstacles, like finding a way to transport youth to your partnership meeting, are minor. Others, if you let them, can set you back a few yards. As adult mentors, we have the responsibility to frame these obstacles as learning opportunities and stepping stones to success. Maybe – It is these challenges (contacts) that give us the opportunity to stretch and grow.

How do you develop a YAC mentality in your SWAT members?

Develop a shared sense of purpose. SWAT has a mission statement. How many of your members know, understand, and believe what it means? Set aside time for your members to understand, identify with, and embody the SWAT mission. Teach them how to apply their mission statement to the community mobilization and policy advocacy they regularly perform. Let them transform the mission statement into their own local ideas and possibilities.

Be purposeful, but flexible. A good running back knows their job - to carry the ball as many yards as possible downfield. Their route is not always forward. In fact, lateral movement is necessary just before gaining the extra yard. Obstacles may be placed in our way to teach us new methods or to win over a new champion. Disappointment happens! Shielding your youth from bad news doesn't help. It robs them of the pride in overcoming adversity. Instead, let's teach them the art of being nimble and resilient. In 15 years of tobacco control, I have had my share of “contact”. Each time, I seem to go through the same cycle: disappointment for the youth, anger at the circumstance, vulnerable to throwing up my hands, encouraged by their response and finally, reminded of their resourcefulness and strength. And each time, my resolve against the industry grows. The gain is worth the contact!

Share opposing views. *Iron sharpens iron. A receiver doesn't get better if their defensive end takes it easy during practice.* It is really a disservice to inflate youth with the misconception that they are always right--just because they are youth. In fact, it can lead to an inaccurate understanding of empowerment. In the years leading up to passing the Family Smoking Prevention and Tobacco Control Act, there was healthy debate among tobacco control advocates about proposed FDA legislation. *I remember going to the National Tobacco or Health Conference in Minnesota where one vendor distributed colored stickers so participants could wear their support, or not, for the bill. The conversation was rich. Debate was heated. But, the shared commitment among all to improve the nation's patchwork of tobacco policy was unshaken. Youth advocates need to understand the intricacies of policy work and the impact.* Tobacco control advocacy doesn't occur in a vacuum. The communities youth are trying to change face a number of challenges and they need to understand how these challenges, and their solutions, work together.

Celebrate the process and the outcome. Each yard counts. Watch a college or professional football game and you will see teams celebrate touch downs and first downs. We should too. Give praise when your youth attempt to be creative, steadfast problem-solvers. Encourage them when the school policy decision didn't go their way, but they learned what to do next time. Even the small wins contribute toward the goal.



Remember, the expectation is not that youth won't make mistakes or suffer setbacks. The expectation is that they keep fighting.

Levy County

By: Kristina Zachry

SWAT members participated in the Chiefland Chamber of Commerce's Annual Scarecrow Contest on October 4th and won **First Place** in the clubs category for their tobacco industry-themed scarecrow display! The display shows how the tobacco industry targets youth with candy flavors. The scarecrows will be on display to be viewed by the community at the Chiefland Chamber's office and weekend Farmer's Markets throughout the month of November. Several Chiefland Middle and High School SWAT members participated in planning and creating the award winning scarecrows.

Pictured from left to right are: Kenneth Brown, Maria DePaz, Emma Ronchetti, and Julianna Justice.





Flagler Hospital in St. Augustine Makes Tobacco Prevention a Priority Issue

By: Mary Ann Steinberg

Flagler Hospital in St. Augustine has made tobacco prevention a priority issue and coordinates its efforts with the Tobacco Free St. Johns partnership to reduce tobacco use and its subsequent health risks. Flagler Hospital is actively working internally and within the community to reduce tobacco and nicotine use. Upon admission, the Admission Registration Clerk asks all patients that are admitted if they smoke or use tobacco in any other form. As part of the admission assessment, the admitting nurse will document whether the patient has smoked or used tobacco in the last 12 months. If yes, this information is used to initiate a consultation from the Cardiopulmonary Department with a member of the "Quit Team", who is a respiratory therapist.

Quit Team members verify the patients who use tobacco and provide counseling on tobacco cessation if the patient so desires. If the patient is interested in quitting, they are given information on tobacco cessation and tobacco-cessation programs offered through Flagler Hospital (free of charge). The Quit Team educates other staff and medical personnel as to the importance of the message that cessation opportunities are both valuable and efficacious.

In 2013 Flagler Hospital offered 14 "Quit Smoking Now" classes to patients and to the community. There were 141 participants and 86 successfully quit tobacco use. They also referred 4,500 patients to the Florida Quitline. Flagler Hospital held 6 healthcare provider trainings with a total of 94 individuals being trained to facilitate the "Quit Smoking Now" program.

Flagler Hospital is actively involved in the Tobacco Free St. Johns partnership. They host the monthly meetings and have staff regularly attend meetings and serve on the executive board. The hospital frequently co-sponsors and supports partnership events and activities. Flagler Hospital promotes annual cessation events such as the Great American Smokeout.



of Free Quit Smoking Now (QSN) classes offered in 2013 at Flagler Hospital: 14

of QSN participants enrolled in 2013: 141

of QSN participants who quit in 2013: 86

of healthcare provider trainings held in 2013: 6

of healthcare providers trained during 2013: 94

of Flagler Hospital patients screened for tobacco use: 12,473

of patients counseled or advised to quit: 4,550

of patients referred to the Florida Quit Line: 4,550

of tobacco users provided with cessation materials: 4,550

KUDOS

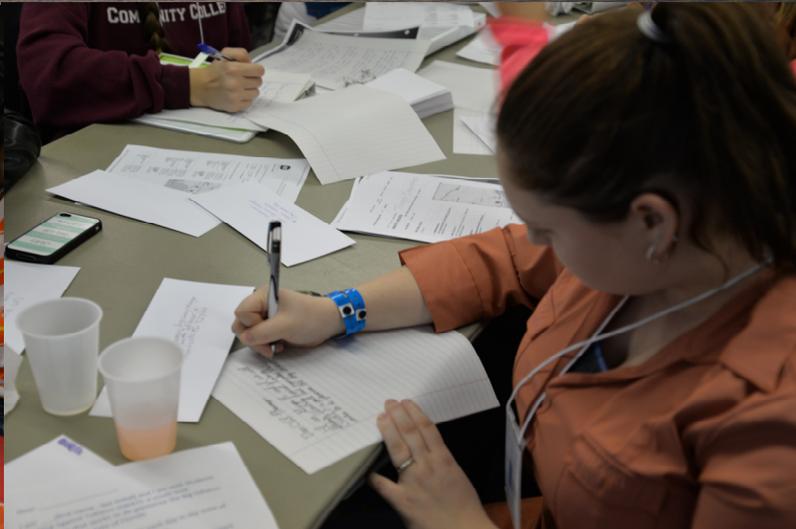


CORNER

The City of Minneola, in Lake County, passed a Flavored Tobacco Resolution on November 6, 2014.

The Jackson County School District passed a Comprehensive Tobacco Free Policy effective July 15, 2014 for the 2014-2015 School Year. A special thanks to the Jackson County School Board, Superintendent of Schools, Mr. Steve Benton, Director of Student Services, Mrs. Shirl Williams and the Tobacco-Free Partnership of Jackson County for their diligence in advocating for a safe and healthy learning environment free from exposure to known carcinogens and promoting adults are role models for healthy behavior.

More photos from the Region 1 SWAT Retreat



Smoke-free condo sells out. Of course it does!

By: Kiesha A.L. Edge. Broward County TPS

Last year, the development team from the newest luxury condominium in Ft. Lauderdale, AquaVita Las Olas, made a startling announcement to the Sun-Sentinel regarding one of its amenities: AquaVita would be smoke-free. This means that smoking will be permitted only on the balconies and not inside the units. Skeptics of AquaVita thought that the policy was, “Pun intended: smoke and mirrors.” Some were unsure of the value that being smoke-free would add. Some even thought that having a smoking restriction would turn away too many potential buyers. The American Lung Association and the Tobacco-Free Partnership of Broward County always saw AquaVita as a breath of fresh air. We followed the community with delight knowing that it would not only be in high-demand, but time would prove the skeptics wrong. So far, our opinion seems to be true.

As announced in a short feature covered by the Sun Sentinel last week, all 22 units were sold in a few months. Units originally were listed from \$900,000 to \$1.2 million. After being exposed to the open market, the units increased in value and were sold from \$995,000 to \$2.9 million. That’s a 110% to a 242% percent increase in value. Interestingly enough, according to the development team, some buyers even came from South America (a region known for higher smoking prevalence rates). Clearly, being smoke-free did not hurt AquaVita one bit. In fact, the development team is underway in constructing two more smoke-free condos: AquaLuna Las Olas and AquaMar Las Olas. About half of the units in both projects are currently available.

Other recent developments in Ft. Lauderdale further validate AquaVita’s health focus. The recently opened The Edge at Flagler Village, a luxury apartment community in downtown Ft. Lauderdale, opened 100% smoke-free and the currently under construction Blu on Marina Boulevard has smoke-free plans in mind. Taking this another step further, Florida Atlantic University is going 100% tobacco-free on January 1st. All of these events lead me to believe that as more environments become smoke-free, buyers and residents will start to realize that they have options and will demand smoke-free accommodations.

Matthew Competiello is the manager of health promotions for the American Lung Association in Florida and also serves as the secretary for the Tobacco-Free Partnership of Broward County. For questions or assistance, he can be contact by email: matthew.competiello@lungse.org.



January's Turn Up The Volume feature will shine it's spotlight on Gadsden County!

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



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