

# TOBACCO FREE TIMES

## Hughes News



Shannon Hughes  
Bureau Chief

Bureau of Tobacco Free Florida

Greetings fellow anti-tobacco enthusiasts!

We are all looking forward to the Fall, and a break in this crazy heat! Here in Tallahassee, we hosted a wonderful speaker in July: John Riggs, Ph.D, Nova Southeastern University, Huizenga School of Business. Dr. Riggs, or John, as we were invited to call him, kept our team engaged for several hours on that day in July. The focus of our workshop was **“Getting Beyond Ordinary: Using Circumstances and Change as a Foundation for Accelerating Effectiveness”**. This was a similar program to one that we offered to the Area Health Education Center program office staff over the summer, as we begin making significant changes and improvements to our work with the AHECs. The AHECs seemed to love Dr. Riggs, and we thought, hey, let’s see if he can do a shorter session with our Tallahassee team. He was truly motivational, as he talked about: creating change for competitive advantage – New opportunities; How “perspectives” accelerate improved outcomes; Using circumstances to create “new habits”; and personal and collective accountability. If you ever get the chance to hear him speak, you will enjoy it very much, I am quite confident! We hope to bring him to our TFF statewide training next August. The main take away message I want to share with you is that we all see things from a unique perspective that is shaped by our experiences and our current situations and beliefs. We have to remember that everyone does not share our perspective. *Continue reading on page 2.....*

In this issue of Tobacco Free Times, we celebrate the successes of Duval County. **Rob Thomas, Manager, Tobacco Prevention Program** and the Tobacco Prevention Program Staff, aka “Team Duval” has been so busy, we were unable to utilize all his articles. Please enjoy the Turn Up the Volume section on pages 3-6 and feel free to contact Rob for any further information about the awesome work being done in Duval County.

Tobacco Free  
Florida .com

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

## Saying Good-Bye

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In July, we said goodbye to Donna Williams, Marketing Manager for the Tobacco Free Florida Campaign, as she ventured to the Department of Environmental Protection to serve as the Marketing Manager for State Parks. We are happy to announce that Coadi (Lacoadia) Burkes will now serve as the new Marketing Manager. Coadi had the opportunity to work alongside Donna for the past four years and is excited about this new undertaking. Very soon, the Bureau will be hiring a new Marketing Coordinator to fill Coadi's old shoes...stay tuned!



Jane, John and Shannon and yes he is that tall, 6'10"!

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One great example he gave was: if you look through a hole in the side of a box that is holding in it a cone, you get a very different perspective (a triangle) than if you look at that same cone from the top of the box (you would see a circle). This was a great visual reminder that we have to seek *first* to understand and THEN to be understood. Understanding a persons' perspective helps us understand how to frame an issue so that it is best received and understood by the person with whom we are speaking. He also talked a lot about how the best and most successful organizations are those that embrace change and make it work for them!

Update on Strategic Plan (SP) for TFF - we met on the 16<sup>th</sup> of September to do a one day session with a facilitator (Judy Ahearn) where we hammered out the draft SP for 2015-2020. We have a great mix of Tobacco Advisory Council members, grantees, colleagues in our partner agencies, and some of our key staff, that are on the SP workgroup – this keeps the workgroup manageable but brings all of the important perspectives.

Keep up the great work – stay cool (literally!) and know that we appreciate you being our colleagues very much! Take care,  
*Shannon Hughes*

Is your school 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.



### So what's going on in Duval?

The consolidated City of Jacksonville/Duval County is the largest city in Florida. With this in mind, the Duval team strives to do big things. The Tobacco Prevention Program (TPP) of the Florida Department of Health in Duval County's mission is to make the greater Jacksonville area tobacco-free through integrated efforts focusing on smoking cessation/prevention via policy development, health education, and community outreach. Our team works very closely with the Tobacco-Free Jacksonville Coalition and other partners to carry out our mission. Our staff members are dedicated professionals who are passionate about their work. In fact, our team members have collectively traveled to all seven continents of the world and have a global view of issues and open minds for solutions.

TURN UP THE  
VOLUME

Featuring  
DUVAL COUNTY



*Photographed from left to right: Ms. Sheila Carey, MHA, Senior Clerk; Ms. Devvion Johnson, MPA, SWAT Coordinator/Sr. Health Educator; Dr. Rob Thomas, DrPH, EdD, MBA, TTS, Program Manager; Ms. Ikeya Elmore, Public Health Intern; and, Ms. Tierra Chandler, BS, Health Educator*



### Leveraging Tobacco Partners

Sgt. Donald Wilfong, member the Tobacco-Free Jacksonville Coalition, made arrangements for the Tobacco Prevention Program participation in the 17<sup>th</sup> Annual "ShAdCo" Safety Fair at The Avenues mall. The event is co-sponsored by the Jacksonville Sheriff's Office and its Sheriff's Advisory Council. There were more than 60 displays, which included law enforcement helicopters, the Jacksonville Fire and Rescue Department Safety House, the SWAT team's armored vehicle and Sheriff's Office Bomb Squad Unit. The event included a prescription drug take-back program that allows visitors to safely dispose of unused or old prescription medication. The community was provided information on crime prevention, tobacco cessation/prevention, children's electronic fingerprints and photographs, and Ms. Devvion Johnson promoted the other S.W.A.T!



Above Ms. Devvion Johnson congratulates Ms. Ja'Kel Robinson, the new SWAT Advisor at Holy Rosary Catholic School, the most recent S.W.A.T. club formed in Duval County. The K-12 school is located in an area of Jacksonville that provides a great opportunity to conduct S.W.A.T. activities.

### Teacher's Academy - Duval County Public Schools

During a Tobacco-Free Jacksonville Coalition meeting, Ms. Corran Robinson, Wellness Coordinator for Duval County Public Schools, invited the Tobacco Prevention Program team to the August 6, 2014, Teacher Academy, which was held at First Coast High School in Jacksonville, FL. Teacher Academy is an informational and training meeting for health and physical education teachers in Duval County. Ms. Devvion Johnson was given an opportunity to promote S.W.A.T. and talk about upcoming activities in front of the secondary teachers.



## How to Leverage a Strategic Partner: Tobacco-Free Jacksonville Coalition

Working in the area of public health provides many great opportunities to partner and collaborate. In Duval County our [Tobacco-Free Jacksonville Coalition](#) has proven to be a strategic partner in helping us meet our work plan objectives. The Tobacco-Free Jacksonville Coalition is a resource for public education on the health effects of tobacco and smoking prevention. The Coalition supports legislative actions against tobacco. The roster of members includes a former television executive, AHEC, local colleges and universities, hospital representatives, law enforcement officers, not-for-profit associations, and the officials from the county school system. This unique talent pool assists the Tobacco Prevention Program in several ways. Our Coalition members are engaging and helpful. To start the fiscal year off properly, TPP shared a copy of the work plan areas related to the Coalition. This allowed for meaningful dialogue and has given them early notice on ways we can work together. In the past couple of months, we have successfully updated the Coalition Member Handbook, created a media kit and began a new member recruitment campaign together. Our chair, Harry Reagan, is proactive with connecting us to members in the community. It is this type of support and leadership that has fueled the synergy with our partner. We never feel alone.



### A Multi-faceted Success Story

The Jacksonville Housing Authority (JHA) oversees 23 properties throughout Duval County. In a phone conversation with Mr. Fred McKinnies, JHA president and CEO, Dr. Rob Thomas, Tobacco Prevention Program Manager, congratulated the organization on their move to go smoke-free, and then further engaged the organization on the next steps. Mr. McKinnies replied with, “Tell me more!” This led to a meeting with the HR director to discuss employer cessation coverage for JHA’s nearly 250 employees. The information was reported back to the Tobacco-Free Jacksonville Coalition. The Coalition has since decided to prepare a special “Ashtray Award” for JHA. To further highlight JHA’s upcoming policy, which takes effect on October 1, 2014, Dr. Thomas participated in a radio interview on August 6, 2014, to discuss the growing trend of multi-unit properties adopting smoke-free policies. First Coast Connect is a morning radio program on WJCT 89.9 FM. The interview was concluded with an explanation on the role of S.W.A.T., the 3 Free and Easy Ways to Quit in Florida, and related initiatives of the Coalition in the community, e.g., Smoke-free Cars. After listening to the interview, Pine Castle, a local organization in Duval County for people with development and acquired disabilities, contacted the health department to request assistance. Ms. Chandler conducted a presentation for Pine Castle employees and discussed point of sale and smoking cessation. Next, Dr. Thomas will be meeting with the CEO to present on employer cessation coverage.



## Hours of research. Team composition. Draft day strategy. Managing the team.

If you or a family member plays Fantasy Football, these phrases may hit home. August can be a stressful time spent assembling *the dream team*. And if you think about it, there are some key lessons we can apply to SWAT recruitment.

**The research.** Every team owner has their eye on the same goal.....making it to the league Super Bowl. Before you even begin identifying players that will score the most points, it is essential to know how your league functions and get tuned into the experts. There is no shortage of information at hand- from magazines to websites, blogs and regular articles in our local papers to keep you up to date on injuries and stats from previous years. This information can be overwhelming at times, but seasoned owners understand the value of moving past the big names and learning more about who will bring points to the team. Building a winning youth organization requires research too. Before you begin large recruitment drives, invest some time in researching how and why other youth organizations are successful. Review some of your own stats. Ask yourself and your youth stakeholders what worked last year and what can be improved. There are a number of resources to assist you. To get you started, I would suggest:

[http://www.mcf.gov.bc.ca/youth\\_engagement/pdf/et\\_resource\\_guide.pdf](http://www.mcf.gov.bc.ca/youth_engagement/pdf/yet_resource_guide.pdf)

<http://fyi.uwex.edu/youthadultpartnership/files/2011/02/YAP-Savvy12.pdf>

<http://www.nrcyd.ou.edu/youth-engagement>

**The team.** For those unfamiliar with Fantasy Football, owners assemble their own teams from eligible players in the National Football League. Although every league can be slightly different, a typical team would consist of a quarterback, running back, tight end, a few receivers, a kicker and a defensive line. A player's individual performance scores points toward a team total. Like any team, each position brings a different but vital skill set and potential for earning points. Strategy is needed in order to choose not just good players, but good players who can score points. For example, Peyton Manning is an outstanding quarterback, but he is older and more prone to injury. So, if you draft Peyton, you better have a good backup plan. In the same way, if all your best SWAT members are seniors, then you should start building some back up leaders. Diversity matters. You may love the Tampa Bay Buccaneers, but drafting all their players isn't wise. Who would you play on a bye week? Diversity matters in SWAT too. Your membership should be a reflection of your community. It should also reflect a diverse set of skills and thinkers. Do you have planners, doers, thinkers, artists, leaders, and communicators? If you are unsure of the answer to that question, I recommend starting with an assessment of your current members. There is an Advocacy Skills Assessment located on SharePoint that provide insight into the experience and interest you have on your team. From there, it is easier to identify your gaps and draft some key players.

**The draft.** Nerves, pacing and sweaty palms are pretty common on draft day. Hopefully the hours of research have paid off. Good owners arrive to the draft with a plan (and a plan B, C and D). They have run a multitude of "if, then" scenarios to prepare themselves for the unexpected. If I get pick 12 and 13, then I should draft two running backs. If I pick 1<sup>st</sup> and 24<sup>th</sup> then I will draft a running back and wide receiver. One thing is true of every draft: you can't predict what your competition may do. If you get caught off guard, you don't want to blow a pick by choosing a second string kicker. How prepared are you and your SWAT members to recruit the right players? Do you know the strengths of your team and which skills need to be enhanced? Do you know who is missing from your SWAT team, and who you need to recruit to fill those gaps? Have you prepared and practiced key messages? Can you talk to others about what SWAT is, what it offers youth, and reasons to become a member? Do you have a backup plan when your trusted SWAT Advisor of five years changes school? Some of our best recruitment opportunities occur when youth watch SWAT members in action. SWAT members should not be expected to "think of their feet" without being coached first. Prepare your SWAT members to deliver a heartfelt recruitment pitch in any environment....at a school open house, a community event or giving a presentation.

**Managing the team.** The fun really begins once the season starts. Each week is a chance to test your team line-up. You may decide to play the most trusted players each week. Or, if you are like me, you analyze each player's schedule to determine who may bring an edge. Switching your line-up can be stressful, but it can also have good pay-offs. In the same sense, don't be afraid to offer new youth opportunities to test their skills. You can always minimize the risk by pairing them with more experienced SWAT members. As the football season progresses, I like to keep my eyes on the free agent pool. I keep my eyes open for a breakout player just waiting to be drafted. As youth coordinators, we can fall into some habits of convenience. It is easy to depend on the same youth to do much (or all) of the work. It is our job to keep our eyes open for youth with *potential* to be a dynamic leader or convincing speaker. She may not be the total package now, but if you wait too long, you may lose her to another club.

So, what would your Fantasy SWAT Team look like? What kind of players would you want to draft? Are you recruiting a team that will help you reach your goals?



## Challenges and Triumphs: A SWAT Coordinator's Perspective

By Devvion Johnson, MPA



As a SWAT coordinator, it is my duty to oversee the Duval County SWAT chapter and I am privileged to work closely with our local schools and community-based organizations to carry out the mission and core values of SWAT. Being the largest city in the state of Florida, our chapter includes various SWAT clubs that are filled with diverse students. Some are empowered youth working towards a tobacco-free future and others are being recruited to learn. Often times, I am approached by interested faculty and staff members from schools who want to become SWAT advisors. I find that most Advisors get off to a great start and maintain that momentum throughout the year. However, some advisors have trouble keeping the momentum going and

at those times I step in to help. Whether it is conducting club meetings, providing transportation for students to events, or directly communicating with the students myself, I will go that extra mile. It is challenging for me to offer the assistance that is needed when my advisors don't communicate with me. Consistent communication between advisors and SWAT coordinators is imperative. When communication is consistent, preventative measures can be used to combat potential issues. When the lines of communication are not consistent, issues have the potential to arise; as a result, a reaction takes place that could have otherwise been avoided. To stay proactive and to keep the lines of communication open I emphasize the importance of communication to my advisors through my work. I try my best to attend as many SWAT club meetings as possible. The SWAT advisors have both my office and cellular numbers. I email all advisors at least twice a week, and sometimes I visit their campus during school hours. As a result of my willingness to communicate with the SWAT advisors on a regular basis, I have noticed that they seem to feel more reassured about their roles in this important endeavor. As other SWAT coordinators know well, this can be a very time-consuming, but rewarding job to do. Staying organized and paying attention to details helps me keep the various clubs running smoothly. Currently, I am honored to work with the following schools and SWAT advisors in Duval County:

- First Coast High School - Monica McWhite, SWAT Advisor**
- Fort Caroline Middle School - Aviance Wright, SWAT Advisor**
- Frank H. Peterson Academies of Technology - Channell Jones, SWAT Advisor**
- Highlands Middle School - Mae Johnson, SWAT Advisor**
- Holy Rosary Catholic School - Ja'Kel Robinson, SWAT Advisor**
- Lighthouse Christian School - June Kana-an, SWAT Advisor**
- Sandalwood High School - Kim Glover-Murphy, SWAT Advisor**
- Southside Middle School - Jamilla Green, SWAT Advisor**



# ARTFUL TRUTH

Artwork created through a partnership with the  
Bay County Boys and Girls Clubs and the Florida Department of Health  
in Bay County Tobacco Prevention Program



*Dr. Armstrong and Ms. Hughes were each presented with a piece of art by the Florida Department of Health in Bay County. Pictured above left to right is Dr. Celeste Philip, MD, MPH, Douglas M. Kent, MPH, Peggy Caldwell, Lauren Coffman, Shannon F. Hughes and Dr. John H. Armstrong, MD, FACS*

On August 18, 2014, Douglas M. Kent, MPH, Administrator at the Florida Department of Health in Bay County and representatives from The Florida Department of Health in Bay County's Tobacco Prevention Program had the honor of spending time with Dr. John H. Armstrong, MD, FACS, Florida's State Surgeon General & Secretary of Health as well as Dr. Celeste Philip, MD, MPH, Deputy Secretary for Health and Shannon Hughes, Bureau Chief for Tobacco Free Florida. During the meeting, Peggy Caldwell, Bay County's Tobacco Prevention Specialist, shared the latest Artful Truth video and spoke about the logistics and success of the project.

At the end of the meeting, Dr. Armstrong took the opportunity to express his concern on the emergence of electronic cigarettes and how worrisome it is that people were making an effort to use them in public places. He shared the story of a recent plane flight he was on where someone set off the smoke alarm in the restroom due to the use of the device. Understanding the power of tobacco addiction, Dr. Armstrong provided the passenger with Tobacco Free Florida's Quitline information.

Staff from Bay County left inspired to find creative ways to heighten awareness of the potential dangers of the E-cigarette product. In many areas, professionals see E-cigarette companies use the same tactics the tobacco industry uses to successfully market regular cigarettes to young people.

*By: Peggy Caldwell, Bay County Tobacco Prevention Specialist*

## KUDOS



## CORNER

- ◆ Brevard Tobacco Initiative and SWAT secured another CFT Resolution on July 15, 2014 from the Town of Indialantic.
- ◆ On August 7, the Marathon High SWAT youth attended the City of Layton Council meeting to educate them on flavored tobacco products. We are pleased to announce that the City of Layton has passed a Resolution urging local vendors to cease the sale and marketing of all candy flavored tobacco products. These products tend to promote and influence underage use of tobacco. Layton becomes the fifth and final City in Monroe County to pass this Resolution. The Marathon SWAT youth were instrumental in the passage of three of the five Resolutions and look forward to the possibility of getting this Resolution passed with the Monroe County BOCC. The SWAT youth would like to thank all five City Councils in Monroe County for their support.
- ◆ In Lake County, the City of Groveland voted and unanimously passed a resolution to Restrict the Marketing of Candy Flavored Tobacco Products at the City Commission Meeting on August 18, 2014.

# REMINDER



**ATACS**  
Automated Tobacco Activity  
Collection System



### 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

Contact: **Debbie Walker**

[Debbie.Walker@FLHealth.gov](mailto:Debbie.Walker@FLHealth.gov)

850-245-4444 2640

## Marketing Campaign Highlights

The [Grantee Guidance Document](#) is now available on SharePoint (under the Media tab in the Shared Documents folder). This comprehensive document provides details on when/how the media forms are used and submitted.

### **TFF Campaign Reminder:**

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.

Over the past few months, the Team TFF has been working to update media materials on the media hub. Before sending files, sharing files and making any media purchases, please be sure to retrieve the file from the media hub to ensure the most current file is being used.

### **Upcoming TFF Campaign Items:**

The [Great American Smokeout](#) takes place the third Thursday in November each year. This year, the event will be celebrated on November 20, 2014.

Team TFF is working to refresh and modify the “There’s a Quitter in You” executions and will provide draft templates no later than October 17<sup>th</sup>. The final customized files will be available October 24<sup>th</sup>. Please be on the lookout for the TFF Media Update Email with additional information.





# September is "Take A Loved One to the Doctor Month"

*November's Turn Up The Volume feature will shine it's spotlight on Bay County!*

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



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