

CONSORTIUM FOR A HEALTHIER MIAMI-DADE

Tobacco-Free Workgroup

Meeting Minutes

Monday, September 24, 2018

TOPIC	DISCUSSION	ACTION NEEDED
Members Present	<p>Dr. Richard Thurer, Chair, University of Miami Miller School of Medicine Bill Amodeo, Vice Chair, All Star Media Guadalupe Barroso, Jackson Health Systems Param Gautam, Florida International University Abir Rahman, Florida International University Wei Li, Florida International University Jessica Flannery, Florida International University Ranjita Poudel, Florida International University Mohammad Ebi Kalan, Florida International University Chris Varela, American Cancer Society Melissa Ward-Peterson, Florida International University Keren Joseph, Florida Department of Health in Miami-Dade County Wasim Maziak, Florida International University Suhail Nazario, City of Miami Police Islamiyat Nancy Adebisi, Florida Department of Health in Miami-Dade County Nikki Chuck, Florida Department of Health in Miami-Dade County Francesca Davis, Florida Department of Health in Miami-Dade County Paola Menoscal, Florida Department of Health in Miami-Dade County Takyah Smith, Florida Department of Health in Miami-Dade County</p> <p style="text-align: center;"><i>Via Conference Call</i></p> <p>John Michael Pierobon, Concerned Citizen Robert Hill, American Heart Association Vanessa Vassall, Florida International University</p>	
Welcome and Introductions	The Tobacco-Free Workgroup was brought to order by Dr. Richard Thurer at 9:30 am. All members were welcomed and introduced themselves.	

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<p>Review and Approval of Minutes</p>	<p>The minutes from the Tobacco-Free Workgroup meeting held on July 30, 2018 were reviewed. No changes to the minutes were noted. Bill Amodeo made the motion to approve the minutes and Guadalupe Barroso seconded the motion. Members of the Tobacco-Free Workgroup unanimously approved the minutes from July 30, 2018.</p>	
<p>Previous Action Items</p>	<p>Youth & Young Adults Essay Contest Miami Dade County Public School (MDCPS) Application</p> <ul style="list-style-type: none"> • Since the last meeting, additional revisions were needed for the Youth & Young Adults Essay Contest MDCPS application. John Michael Pierobon received confirmation from the coordinator that it was approved, but did not receive it in writing. • If it is approved, the information about the contest can be circulated through the school system. John Michael suggested that a good way to notify schools would be to send letters to each school principal about the contest. The advisors of the SWAT clubs will also be notified about the contest guidelines. • In addition, the Tobacco-Free Workgroup are in communication with Miami-Dade Public School system, working on the launch of the E(liminate)-Cigs Campaign which is targeting e-cigarettes and electronic nicotine delivery systems (ENDS). The goal is to encourage all middle school and high school students to not use these products. The school system would like to work with the partnership and Students Working Against Tobacco (SWAT) youth on the marketing, educational material and the media campaign. Potentially, MDCPS would like to do something on Tobacco Free Florida's Not a Lab Rat Day in October. This day is a day designated for all youth to commit to not being nicotine free and to tell the tobacco industry they are not a lab rat. Once the meeting is held with the school system, the partnership will circulate the application among the school district and promote this event throughout all schools. <p>Message from SWAT</p>	<p>John Michael Pierobon will contact MDCPS for a confirmation letter that application was approved.</p>

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	<ul style="list-style-type: none"> • Miami-Dade Youth Advisory Board (YAB) member and SWAT member at Palmetto Senior High School provided a SWAT update via letter to the Tobacco-Free Workgroup, updating members about what SWAT is doing this year and what youth have learned during recent trainings. • The Youth Advisory Board is focused on planning for statewide call meetings and the 20th anniversary of SWAT. This year their calls will be focused on giving members ideas on how to observe National Tobacco Observance Days. The member discussed the Not a lab rat campaign, the harmful effects of ENDS, empowering peers to enlist in the fight against them and work being done to enlist others to help spread the message. SWAT is also taking on a new project called Photovoice. Photovoice is a process by which people can identify, represent, and enhance their community through a specific photographic technique. The purpose is to capture pictures to promote conversations and knowledge about important community issues in this case tobacco issues. <p>Produce Recruitment Ads</p> <ul style="list-style-type: none"> • The committee discussed ideas on how to improve the drafted recruitment advertisements and which outlets (social media, newspaper, postcards, etc.) to use to market them. The goal is to run created recruitment advertisements for a week. 	<ul style="list-style-type: none"> • In order to recruit more members, the workgroup will need to add more information onto TFW website about what we do.
Executive Board Update	<p>August & September Executive Board Meeting</p> <ul style="list-style-type: none"> • Bill Amodeo was able to attend the Executive Board meeting. They went over planning for the annual event, how it was going to run and what to expect. The Consortium Annual Event was a success. 	
Work Plan Review	<p>Performance Measures in Need of Improvement</p> <ul style="list-style-type: none"> • Engage and collaborate with members to diversify membership and promote at community events (Goal 1, Activity 4) – 	

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	<p>Recruiting at community events and spreading the word about the workgroup is important in diversifying the membership. Dr. Thurer asked the committee what are some ways we can expand the workgroup? What events can we participate in to promote the workgroup? Some of the members mentioned great ideas on events that are taking place in the county that can benefit the workgroup.</p> <ul style="list-style-type: none"> Educate on benefits of policy change via other communication methods other than face to face meetings or presentations (letters, emails, newsletters, etc.) (Goal 2, Activity 1) – This is a performance measure that needs to be met. The partnership will discuss at a Communications subcommittee meeting. <p>Recognition of Improved Performance</p> <ul style="list-style-type: none"> Develop press releases related to tobacco issues and policy changes (Goal 3, Activity 5). – A press release was submitted to acknowledge Jackson Memorial Systems for receiving a Florida Tobacco Cessation Alliance (FTCA) recognition. The Worksite Wellness Award is from the Florida Tobacco Cessation Alliance which seeks out amazing companies and organizations that recognize the importance of protecting the health of employees and providing outstanding cessation benefits to their employees. 	
Point of Sale Presentation	<ul style="list-style-type: none"> Takyah Smith provided a presentation based on data collected from the tobacco AVC surveillance conducted on 46 retailers in Miami-Dade County. During the presentation, the impact AVC merchants have on the Miami-Dade community was highlighted. 	
E-Cigarettes Discussion	<ul style="list-style-type: none"> Earlier this month, WLRN broadcasted a segment entitled “BBC Horizon E-Cigarettes Miracle or Menace”. Dr. Wasim Maziak brought this broadcast to the workgroup’s attention and wanted to discuss blatant errors of the televised program. He led a discussion analyzing the program’s scheme to entice people to 	

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	<p>use e-cigarettes by disguising it in science with pieces of the segment noting the input of researchers and professors. Attendees also discussed what was displayed and shared thoughts on the underlying message of the program. The main takeaway noted was the broadcast falsely emphasized that quitting without e-cigarettes is difficult and often unachievable.</p> <ul style="list-style-type: none"> • The committee decided it would be best to write a letter to WLRN and the Miami Herald about this televised program and the inaccuracies they believe it displayed. 	
Legislative Updates	<ul style="list-style-type: none"> • The partnership reviewed the presentation shared by the QuitDoc Foundation on Amendment 9. • Amendment 9 focuses on prohibiting oil and gas drilling off Florida’s coast and addresses adding restrictions to vaping/using aerosol devices in indoor workplaces. 	
Partner Updates	<ul style="list-style-type: none"> • City of Miami Police Department will hold an event celebrating Hispanic Heritage Month on October 12th from 4pm – 9pm. 	
Upcoming Events	<ul style="list-style-type: none"> • DOH Miami-Dade Community Partner Fair & Conference – October 19, 2018 at the Miami Airport Convention Center • City of Hialeah: Tobacco Prevention Summit – November 2nd, 2018 • Great American Smoke out – November 15, 2018 	
Closing/Adjourn	<ul style="list-style-type: none"> • The meeting was adjourned by the Chair Dr. Richard Thurer at 11:45 am. • The next Tobacco-Free Workgroup meeting will be held on Monday, November 19, 2018 at 9:30am. 	