

**CONSORTIUM FOR A HEALTHIER MIAMI-DADE**  
**Tobacco-Free Workgroup**  
**Meeting Minutes**  
**Monday, December 3, 2018**

TOPIC	DISCUSSION	ACTION NEEDED
Members Present	<p>Dr. Richard Thurer, Chair, University of Miami Miller School of Medicine            Lourdes Castaneda, University of Miami, Area Health Education Center (AHEC)            Beatrice Martinez, Headquarter Toyota            Mark Fabian, Miami-Dade Fire Department (Retired)            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            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            Yara Stanziola, Citrus Health Network</p>	
Welcome and Introductions	<p>The Tobacco-Free Workgroup was brought to order by Dr. Richard Thurer at 9:45 am. All members were welcomed and introduced themselves.</p>	
Review and Approval of Minutes	<p>The minutes from the Tobacco-Free Workgroup meeting held on September 24, 2018 were reviewed. No changes to the minutes were noted. Members of the Tobacco-Free Workgroup unanimously approved the minutes from September 24, 2018.</p>	

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<p>Previous Action Items</p>	<p>Legislative Update</p> <ul style="list-style-type: none"> <li>• Dr. Thurer shared with the committee that Amendment 9 was approved. However, there has not been any updates or any legislature implementation plans being made currently. It would be best to wait until the legislatures are in session in order to hear more details on what will happen next, possibly regarding the Florida Clean Air Act.</li> </ul> <p>Youth &amp; Young Adults Essay Contest Finalized</p> <ul style="list-style-type: none"> <li>• An update was provided on the Youth and Young Adult Essay Contest. The contest has been approved by the county school system, in which the school district notified the principals of each school to share the information among their students. In addition, the Student Working Against Tobacco (SWAT) advisors are also circulating the information about the contest at their schools.</li> <li>• John Michael Pierobon stated that as a part of the contest rules if a youth sends their essay along with proof that the essay was submitted to at least three (3) major daily Florida newspapers, for their efforts, a certificate of appreciation suitable for framing will be sent to them. Once the contestant gets published in a newspaper, they should email him again with a copy of the article. They will then be awarded a prize.</li> </ul> <p>School Board – E(liminate) Campaign</p> <ul style="list-style-type: none"> <li>• Islamiyat Adebisi provided an update on the E(liminate) Campaign. Since our last meeting, the Tobacco-Free Workgroup have been working with the Miami-Dade Public School system, on the launch of the E(liminate)-Cigs Campaign. The kickoff of this campaign took place on October 16<sup>th</sup> at the Miami Beach Senior Highschool in conjunction with Not A Lab Rat Day. The goal of the campaign is to encourage all middle school and high school students to not use e-cigarettes and electronic nicotine</li> </ul>	<ul style="list-style-type: none"> <li>• The committee will follow up with the school system to make sure it is still being advertised in each school.</li> </ul>
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	<p>delivery systems (ENDS). At the kickoff, there were a couple of speeches and presentation given by the Superintendent of Miami-Dade County, Mayor of Miami Beach, and the Director of the Florida Department of Health in Miami-Dade County. The students then made a pledge to not become a lab rat in using nicotine products.</p> <p>FDOH Partner Fair</p> <ul style="list-style-type: none"> <li>• Dr. Thurer updated everyone about the 2<sup>nd</sup> Annual Community Partner Fair and Conference, which was held on October 19, 2018. It was a great turnout from the community and the workshops provided were very informative.</li> </ul> <p>WLRN Letter</p> <ul style="list-style-type: none"> <li>• Last meeting, we discussed Dr. Maziak letter on the WLRN program. There were additional edits that have been made to the letter since the last meeting. Dr. Thurer asked who should we give the letter to and the committee agreed to send the letter to the editor of the Miami herald and to the WLRN station.</li> </ul>	<ul style="list-style-type: none"> <li>• Dr. Thurer will present it to the executive board and see if this can be sent out to the Herald or WLRN on consortium behalf.</li> </ul>
<p>Executive Board Update</p>	<p>October &amp; November Executive Board Meeting</p> <ul style="list-style-type: none"> <li>• Every two years there are elections done to see if there will be a new chair or vice-chair. Elections Results: Dr. Richard Thurer and Bill Amodeo will stay as Chair and Vice-Chair for the next two years.</li> </ul>	
<p>Work Plan Review</p>	<p>Performance Measures in Need of Improvement</p> <ul style="list-style-type: none"> <li>• Develop and provide a tobacco related article for the Consortium Connection (Goal 1, Activity 6) – John Michael Pierobon mentioned placing a reminder ad of the Youth and Young Adult Essay Contest in the next Consortium Connection newspaper.</li> <li>• Maintain and promote Healthy Happens Here list (Goal 4, Activity 2) – In review of this performance measure the committee discussed ways to promote Healthy Happens Here list.</li> </ul>	<ul style="list-style-type: none"> <li>• The liaison will send information on the Youth and Young Adult Essay Contest to be feature in the Consortium Connection newspaper.</li> </ul>

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	<p>They were asked if anyone knew any businesses or properties that have smoke-free or tobacco-free policies, so that they can be included onto the list. Dr. Thurer noted that the workgroup has been doing well with getting smoke-free policies from multi-unit housing and public housings. Smoking on properties is of course harmful because many of the units have shared air, which causes secondhand exposure. The committee thought it would be a great idea to create a survey and send it to consortium members to ask if they have any worksites or properties that would like to be added to the list.</p> <ul style="list-style-type: none"> <li>• Increase the number of social media postings relating to reducing and preventing (Goal 3, Activity 1) – This indicator has made some improvements in the past weeks. Events such as the Great American Smokeout and the Tobacco Prevention Summit were both shared on social media. New postings will be sent out on upcoming events and informational topics.</li> </ul> <p>Recognition of Improved Performance</p> <ul style="list-style-type: none"> <li>• Increase the number of local National Tobacco Control Observance activities (Goal 4, Activity 2) – We increased the number of local National Tobacco Control Observances activities with the addition of the Not A Lab Rat Day on October 17<sup>th</sup>. Several schools in Miami-Dade County participated, including those with SWAT clubs. Also, on November 15<sup>th</sup> was the Great American Smokeout that numerous worksites hosted the event.</li> <li>• Sponsor or host a community wide event related to reducing and preventing tobacco use (Goal 3, Activity 4) – On November 2<sup>nd</sup>, the City of Hialeah held their annual Tobacco Prevention Summit and the Tobacco-Free Workgroup sponsored the event. The committee was able to see a video on from the summit that a local channel highlighted.</li> <li>• Meet with local decision makers to provide technical assistance in policy adoption or implementation of policy (Goal 2, Activity</li> </ul>	<ul style="list-style-type: none"> <li>• The committee will follow up on the creation of the Healthy Happens Here Survey list.</li> <li>• John Michael Pierobon will share information on a Hockey Event that the Tobacco-Free Partnership of Broward County will be attending.</li> </ul>
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	<p>3) – In October, the Tobacco-Free Workgroup Chair, Dr. Thurer and others met with the Mayor of City of Miami Beach to discuss the E(liminate) Campaign.</p> <ul style="list-style-type: none"> <li>Collaborate with Marketing &amp; Membership to develop marketing plan (Goal 1, Activity 7) – The Marketing &amp; Membership committee held a Social Media Literacy Forum on November 7th. The information learned will help the workgroup increase the number of social media postings and engage a wider diverse audience.</li> </ul>	
Topics Selected by Chair	<p>Current Tobacco Trends in the News</p> <ul style="list-style-type: none"> <li>Dr. Thurer shared tobacco related articles to the workgroup and briefly summarized each article. Also, the recruitment ad has been finalized and members were able to look over it. The advertisement will be placed in the community newspaper this month.</li> </ul>	<ul style="list-style-type: none"> <li>The liaison will circulate articles discussed among all members.</li> </ul>
Closing/Adjourn	<ul style="list-style-type: none"> <li>The meeting was adjourned by the Chair Dr. Richard Thurer at 11:14 am.</li> <li>The next Tobacco-Free Workgroup meeting will be held on Monday, January 28, 2018 at 9:30am.</li> </ul>	