

CONSORTIUM FOR A HEALTHIER MIAMI-DADE

Tobacco-Free Workgroup
Meeting Minutes
Monday, September 28, 2020

TOPIC	DISCUSSION	ACTION NEEDED
Members Present	Bill Amodeo, Co-Chair, All Star Media Edna Maritza Tejada, University of Miami, Area Health Education Center (AHEC) Lourdes Castaneda, University of Miami, Area Health Education Center (AHEC) Melissa Santiago, American Cancer Society Lacy Boyles, American Heart Association Keren Joseph, Florida Department of Health in Miami-Dade County Dr. Zinzi Bailey, University of Miami SSG. Christopher Pierce, FL Army National Guard 2LT Giorgio Jacome, FL Army National Guard Yara Stanziola, Citrus Health Network John Michael Pierobon, Concerned Citizen Jason Dahn, Miami VA Healthcare System Graciela Giraldo, Wellcare Health Plan Monica Mitchell, Coral Way K-8 Center SWAT Advisor Islamiyat Nancy Adebisi, Florida Department of Health in Miami-Dade County Nikki Chuck, Florida Department of Health in Miami-Dade County Takyah Smith, Florida Department of Health in Miami-Dade County Francesca Davis, Florida Department of Health in Miami-Dade County	
Welcome and Introductions	The Tobacco-Free Workgroup was brought to order by the Co-Chair, Bill Amodeo, at 9:36 am. All members were welcomed and introduced themselves.	
Review and Approval of Minutes	The minutes from the Tobacco-Free Workgroup meeting held on July 27, 2020 were reviewed. No changes to the minutes were noted. John Michael Pierobon made the motion to approve the minutes and Keren Joseph seconded the motion. Members of the Tobacco-Free Workgroup unanimously approved the minutes from July 27, 2020.	

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<p>Executive Board Update</p>	<ul style="list-style-type: none"> • The Consortium Executive Board met on September 14th virtually, with the Tobacco-Free Workgroup Chair, Dr. Thurer, in attendance. Although Dr. Thurer was unable to attend this Workgroup meeting, he provided Bill with the meeting’s updates to share with the members. The Executive Board discussed Covid-19, Department of Health programmatic updates, the Executive Board Workplan and the Health Equity 2020 Webinar on October 2nd, 2020 at 10:00am. • Members also discussed the Governor’s veto of Senate Bill 810 and its implications for the Tobacco Retailer Licensing initiative. Dr. Thurer provided the Executive Board with updates about the Workgroup’s efforts in trying to engage the County Commissioners on the issues of Tobacco Retail Licensing and local tobacco product control measures. • Furthermore, Bill announced to the members to follow and promote the Consortium for a Healthier Miami-Dade social media handles. 	
<p>Legislative Update</p>	<ul style="list-style-type: none"> • The committee discussed the latest news on SB 810. The goal of this bill was to require permits from retailers that sell tobacco and/or nicotine products. Unfortunately, the bill was vetoed earlier this September. John Michael Pierobon encouraged members to contact their local decision makers on why smoking is an issue within our county. Lacy Boyles also agreed that advocating to legislatures is necessary so bills like this can be passed. 	
<p>Partner Updates</p>	<ul style="list-style-type: none"> • Melissa Santiago announced that there were no new updates from the American Cancer Society (ACS) but she did mention that once she receives the Great American Smokeout toolkit, she will send it to the partners. • Dr. Zinzi Bailey provided an update on her grant submission pertaining to tobacco retailer licensing policy. The grant was accepted; however, she is awaiting response from NIH for the final decision. 	

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	<ul style="list-style-type: none"> • Bill Amodeo provided an update on the collaboration between All Star Media and Tobacco Free Florida (TFF). They have been working on a social media digital marketing campaign. This campaign showcases the harms of tobacco and nicotine within all Florida counties. The social media advertisements in Miami-Dade County received 27,000 views and 400 downloads. • Monica Mitchell shared that the Coral Way K-8 Center SWAT Club has continued to host all meetings and activities virtually. 	
<p>Tobacco Retailer Surveillance Overview</p>	<ul style="list-style-type: none"> • Takyah Smith provided an overview and update on the AVC Tobacco Retailer Surveillance. Conducting this surveillance requires the use of the store mapper account provided by Counter Tools. Counter Tools is an organization that utilize an evidence-based model to assist state and local partners to reduce the impact of products that harm individuals and communities like tobacco and nicotine. Currently, the store mapper is unavailable and the number of stores to survey is unknown. Takyah will provide an update to everyone once she receives more information. • Takyah made a call for volunteers and reminded members that surveillance data collected will help to inform decision makers. 	
<p>Performance Measures in Need of Improvement</p>	<ul style="list-style-type: none"> • Health Equity - Improve access to affordable and quality housing - By September 30, 2024 the committee will work to partner with the Health Promotion and Disease Prevention (HPDP) committee and Healthy Stores initiative. <ul style="list-style-type: none"> ○ The TFW Leadership contacted the Health Promotion and Disease Prevention liaison and chairs about the Healthy Corner Store Initiative. The HPDP chair was enthused to partake in restarting the Healthy Corner Store Initiative again. Once both leadership teams discuss this matter further, the TFW members will receive more information about the initiative. 	<p>Action item:</p> <ul style="list-style-type: none"> • The liaison will share Elder Issues Committee information on Alzheimer’s disease with the committee.

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	<ul style="list-style-type: none"> • Maternal Child Health - Increase trauma informed policy, systems, and environmental changes and support for programming. - By September 30, 2024, the committee will work to collaborate with Miami-Dade County Public Schools to identify opportunities to educate on the risks of nicotine and tobacco use to kids and expecting mothers. <ul style="list-style-type: none"> ○ John Michael suggested that the TFW should work with other drug prevention organizations or the March of Dimes that assist with premature birth issues due to mothers that smoke. Nancy Adebisi mentioned that the Workgroup supports other Consortium committees like the Healthy Baby Task Force and AHEC that work towards educating and assisting mothers/parents that smoke tobacco and nicotine. • Maternal Child Health – Generational and family support in maternal child health. – By September 30, 2024, the committee will work to educate with a generational approach on the harms of second hand smoke and provide information on cessation and referral services. <ul style="list-style-type: none"> ○ Partners were asked for best approaches to educating an entire family, like fathers, grandparents, aunts and uncles on the harms of smoking and best methods to provide them with cessation information. John Michael suggested utilizing the Youth and Young Adult Essay Contest as an activity to reach youth and young adults, but no partners provided any specific suggestions to engage adults. Lourdes mentioned that AHEC does not have any new materials at this time. Members will continue to brainstorm ideas towards this indicator. • Access to Care – Increase awareness of Alzheimer’s and related dementias. - By September 30, 2024, the committee will work to coordinate with the Elder Issues committee to support policy/systems/environmental changes on tobacco use and Alzheimer’s Disease and related dementias. <ul style="list-style-type: none"> ○ The TFW Leadership contacted the Elder Issues Committee for feedback on how the Workgroup could assist with promoting 	
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	<p>and distributing information about Alzheimer’s disease and related dementias (ADRDs). Currently, they use referral pads, which are free from the Alzheimer’s Association, and send out a promotional email. Members suggested sending out an email would be more beneficial.</p>	
<p>Recognition of Improved Performance</p>	<ul style="list-style-type: none"> ● STD/Communicable Diseases/Emergent Threats - Provide equal access to culturally competent care. - By September 30, 2024, the committee will work to identify best partners to have materials translated. <ul style="list-style-type: none"> ○ During the summer, materials regarding tobacco and Covid-19 in English, Spanish and Creole were disseminated by members of the Workgroup. Also, Bill Amodeo has worked on various active digital campaigns on tobacco and Covid-19 that are linked to TFF Quit Your Way services; all information was translated in English, Spanish and Creole. ● Maternal Child Health - Reduce the rates of low birth weight babies born in Miami-Dade. - By September 30, 2024, the committee will work to refer parties in need to cessation services. <ul style="list-style-type: none"> ○ Members referred community members including mothers to cessation services. 	
<p>Topics Selected by Chair</p>	<p>Current Tobacco Trends in the News</p> <ul style="list-style-type: none"> ● Bill shared tobacco related articles from Dr. Thurer with the workgroup and briefly summarized each article. Article titles were as follows: <ul style="list-style-type: none"> ○ Shame on DeSantis for vetoing new tobacco age limit ○ E-cigarette Use Among Middle and High School Students United States 2020 ○ Electronic Cigarettes and Health 	<p>Action item:</p> <ul style="list-style-type: none"> ● The liaison will share articles via email to all committee members.

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<p>Upcoming Events</p>	<ul style="list-style-type: none"> • Consortium for a Healthier Miami-Dade Webinar Series, Various Dates • Health Equity Webinar, October 2, 2020 • Not A Lab Rat Day, October 21, 2020 • Red Ribbon Week, October 23, 2020 – October 31, 2020 • Point of Sale Community Training, November 16, 2020 • Great American Smokeout, November 19, 2020 	
<p>Closing/Adjourn</p>	<ul style="list-style-type: none"> • The meeting was adjourned by the Co-Chair, Bill Amodeo, at 10:20am. • The next Tobacco-Free Workgroup meeting will be held on Monday, November 16, 2020 at 9:30am. 	