

**Tobacco Education and Use Prevention Advisory Council  
Meeting Minutes  
October 3, 2023  
9:00 a.m. – 3:00 p.m.**

<b>Advisory Council Members Present:</b>	
Laura Corbin Delegated for Dr. Joseph Ladapo	Andrew Weatherill
Paul Hull	Brenda Olsen
Dr. Jay Wolfson	Kevin O'Flaherty
Dr. Jim Howell	Kimberly Allbritton
Maham Akbar	Dr. Thomas Brandon
Senator Lisa Carlton	Dr. Taghrid Asfar
<b>Advisory Council Members Absent:</b>	
Dr. Colleen Koch	

**Call to Order and Roll Call**

Laura Corbin called the meeting to order at 9:00 a.m. She performed roll call with the meeting attendance noted above.

**Approval of May 2023 Meeting Minutes**

Laura opened the discussion of the May 2023 meeting minutes. The minutes were approved, with an attendance correction, by all Tobacco Education and Use Prevention Advisory Council (TAC) members.

**Media Update**

**David Weisfelner, OMD Worldwide; Christina Carbonell, Alma; Barbara Lopez, Golin**

The first presentation included updates about the media campaigns of the Bureau of Tobacco Free Florida (BTFF). Program media planning and buying, "Always On" media provides flighting of various media (TV/Radio/Digital, etc.) for nearly full year continuity. Additionally, BTFF's presence is further extended by 3-for-1 Spot Match programming. Some of the messaging and social media efforts this fiscal year include free nicotine replacement therapy via broadcast television/over-the-top and radio; implementing the consumer journey across digital and social platforms with a planned creative refresh; and updating the program website with single registration and a Spanish language chatbot. *The Facts Now* prevention campaign will continue the *Testimonials* campaign via paid media and also will launch a new anti-vaping campaign that will be fact-based and tested in focus groups. The focus of Tobacco Free Florida Week 2023, May 14-20, was on pregnancy as a time and reason to encourage informed tobacco cessation conversations with health care providers. The objectives were to increase likelihood, ease, and quality of health care provider-driven conversations; encourage tobacco cessation in the prenatal, pregnancy and postpartum care spaces; and align positive messaging around Mother's Day and National Women's Health Week to tobacco cessation discussion opportunities, increase awareness of resources.

**Recap of Media Findings and Recommendations from Independent Evaluation**

**Dr. Jennifer Duke, RTI International**

This presentation started with updates on the media campaign highlights and recommendations from RTI, the program's third-party evaluator. The design and implementation of *The Facts Now* and *Tobacco Free Florida* campaigns closely align with the Centers for Disease Control and

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Prevention's Best Practices, meeting its recommendations for high-impact message content, media levels, and reach to target audiences. RTI recommends that BTFF continues to:

- Implement the evidence-based media strategies that have formed the backbone of its success in recent years. The campaigns should strive to maintain high levels of brand and ad awareness over time, particularly among Floridians disproportionately affected by tobacco use.
- Monitor ongoing changes across platforms to ensure both *The Facts Now* and *Tobacco Free Florida* are maximizing media placement opportunities in order to maintain a strong brand presence for audiences across Florida.
- Focus on creating and promoting engaging content with a focus on audiences' preferred media format (i.e., short-form video) for *The Facts Now* campaign.
- Focus on including high-quality ads about electronic vaping products and other inhaled tobacco products.
- Utilize its current approach, which uses existing evidence-based ads and a wide range of proven messaging strategies and media platforms.

Additionally, BTFF should explore the use of influencers and/or user-generated content for additional reach and to gain credibility among younger audiences.

### **Students Working Against Tobacco (SWAT) Update**

#### **Steve Sergent, BTFF; SWAT Youth Representatives**

This presentation began with a snapshot of SWAT, Florida's statewide youth organization working to mobilize, educate and equip Florida youth to revolt against and deglamorize the tobacco industry. SWAT works because it supports youth speaking out against an industry that kills over 480,000 Americans every year. SWAT is not only a youth advocacy group, but also promotes leadership and community involvement while focusing primarily on policy change. Highlights were presented from the biannual SWAT statewide meeting held in June, where over 100 youth and 60 adults were in attendance. The meeting consisted of eight speakers, four DIY workshops for the youth, and three workshops for adults. The 2023-2024 Youth Advisory Board (YAB) elections were also held during this event. The chair and co-chair of the YAB shared some of the recent youth-led planning of the statewide meeting, which included the development of a theme, visual design ideas, selection of guest speakers, and agenda content.

### **U.S. Food and Drug Administration (FDA) Updates**

#### **Esther Agbaje, Public Health Law Center**

The final presentation provided an overview of the FDA's pre-market review and e-cigarette regulations. In September 2023, the FDA opened comments for a new strategic plan, which is anticipated to be released soon. There is more transparency with the pre-market tobacco application process. The next public meetings are scheduled for October 23 and 24, 2023.

### **Closing Comments/Adjourn**

The meeting adjourned at 12:00 p.m. The next meeting will occur virtually on November 14, 2023.