

**Tobacco Education and Use Prevention Advisory Council
Meeting Minutes
March 20, 2024
1–3 p.m.**

Advisory Council Members Present:	
Joseph A. Ladapo, MD, PhD	Kevin O’Flaherty
Kimberly Allbritton	Maham Akbar
Andrew Weatherill	Senator Lisa Carlton
Paul Hull	Thomas Brandon, PhD
Jim Howell, MD, MPH	
Advisory Council Members Absent:	
Brenda Olsen	Colleen Koch, MD
Taghrid Asfar, MD, MSPH	Jay Wolfson, DrPH, JD

Call to Order and Roll Call

The meeting was called to order at 1 p.m. Roll call was performed with the meeting attendance noted above.

Approval of November 2023 Meeting Minutes

The minutes were approved by all Tobacco Education and Use Prevention Advisory Council members.

Fiscal Year 2023-2024 Cessation Evaluation Findings

Amy Kerr, PhD and Belle Federman, ScD; Professional Data Analysts

The first presentation included data from the Fiscal Year Florida Tobacco Cessation Evaluation. Tobacco Free Florida’s (TFF) reach among Florida tobacco users increased since last year. This change was due to Area Health Education Centers (AHECs) increasing the numbers served. RVO Health maintained the number they served. Overall, an estimated 12,629 people quit tobacco using RVO Health services and 5,990 quit tobacco with support from AHECs. Professional Data Analysts also evaluated the impact of TFF incentives on cessation course attendance. There was strong evidence to suggest incentives impacted attendance for multi-session courses. Their recommendations to TFF are to implement a statewide incentive to increase attendance and to conduct broader marketing during the incentive periods.

Health Systems Change

Lindsay Olsen, MPH; Research Triangle Institute International (RTI)

This presentation shared findings from RTI’s independent evaluation pertaining to cessation treatment among Medicaid-enrolled Floridians. Adults enrolled in Medicaid report using tobacco at nearly twice the rate of those who are privately insured. RTI recommended TFF adopt “community-clinical linkages” as a strategy to reach more Medicaid-enrolled individuals. Some of the data shared were:

- Approximately 20% of the study population had a diagnosis/treatment that indicated tobacco use.
- Approximately 20% of individuals in the tobacco use population had a cessation treatment claim.
- Fewer Hispanic and non-Hispanic Black individuals received cessation treatment (16%-19%) compared to other racial/ethnic groups (21%-23%).

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Related to cessation treatment in pregnancy:

- Approximately 17% of births billed to Medicaid in the study population were associated with a tobacco use diagnosis.
- About 7% of those who were identified as using tobacco had a cessation treatment claim during their pregnancy period and about 2% had a cessation treatment claim during the postpartum period.

Area Health Education Center Update

Chenikka Usher, MSW, CTTS, NCTTP; AHEC – Florida State University

AHEC piloted the use of gift cards twice during fiscal year 2022-2023. They offered them as an incentive for tobacco users to attend a tobacco cessation group counseling session. Participants received up to \$125; \$50 for a 2-hour single session and up to \$125 for multi-session courses. Due to its success, the incentive project was implemented statewide from January through March. In addition to the health systems work and behavioral health cessation curriculum, AHEC created a youth tobacco cessation curriculum called Tools To Quit Teen that is currently being piloted. Looking to the future, AHEC will expand their efforts at behavioral health sites, increase outreach to veterans and military families, enhance systems change efforts with federally qualified health centers, and update the Quit Smoking Now curriculum.

Legislative Update

Tiffany McCaskill Henderson, JM; American Heart Association

Due to technical difficulties this presentation was not conducted. A written summary will be distributed to members as addendum to minutes.

Oral Nicotine Briefing

Laura Corbin; Florida Department of Health

This briefing provided information on oral nicotine pouches, an emerging nicotine product. These are pouches that contain either a tobacco-derived or synthetic nicotine and are most commonly placed between the upper lip and gum. Since the product is easy to conceal, it can often be used without detection in places where tobacco use is prohibited. The industry refers to this category of products as “modern oral nicotine” or just “modern oral products”. An application to allow the marketing of Zyn, the market leader in this category, through the premarket tobacco product application process (NOT as a modified risk product) was submitted to the Food and Drug Administration for approval in 2020. No decision has been rendered yet.

Closing Comments/Adjourn

The meeting adjourned at 2:32 p.m. The next meeting will occur in Tallahassee on May 14, 2024.