

**Tobacco Education and Use Prevention Advisory Council  
Meeting Minutes  
August 27, 2024  
10 a.m. – noon**

<b>Advisory Council Members Present:</b>	
Joseph A. Ladapo, MD, PhD	Thomas Brandon, PhD
Kimberly Allbritton	Taghrid Asfar, MD, MSPH
Paul Hull, PhD	Jay Wolfson, DrPH, JD
Brenda Olsen	Senator Lisa Carlton
Jim Howell, MD, MPH	Maham Akbar, MPP
Wayne McDaniel	
<b>Advisory Council Members Absent:</b>	
Andrew Weatherill	Kevin O’Flaherty*
Ramzi Salloum, PhD, MA, MBA	

\*Tried multiple times to join meeting but was unable due to technology issues.

**Call to Order and Roll Call**

The meeting was called to order at 10:10<sup>1</sup> a.m. Roll call was performed with the meeting attendance noted above.

**Approval of June 2024 Meeting Minutes**

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

**Florida Tobacco Strategic Plan Update**

**Meredith Hennon, MPH, and Georgia Sheridan, MPH, Bureau of Tobacco Free Florida (BTFF)**

This presentation included updates of the Florida Tobacco Strategic Plan. There are four significant percentage changes among data measures:

- The percentage of youth ages 11-17 who are committed to never using electronic vapor products increased from 69.4% in 2022 to 72.7% in 2023.
- The percentage of adults reporting exposure to secondhand smoke decreased from 5.6% in 2021 to 4.4% in 2023.
- The number of quit attempts among smokers who used evidence-based cessation treatments decreased from 40.0% in 2021 to 29.8% in 2023.
- The prevalence of combustible tobacco product use among low-income adults decreased from 28.2% in 2021 to 23.9% in 2023.

**Media Update**

**Laurel E. Curry, DrPH, Research Triangle Institute International (RTI), and Bianca Bulengo, MPH, BTFF**

The first presentation shared independent evaluation highlights and recommendations for the bureau’s media campaign – *The Facts Now*. In 2023, *The Facts Now* utilized digital ads

---

<sup>1</sup> There was a statewide network service disruption which impacted connectivity for much of the meeting.

**Tobacco Education and Use Prevention Advisory Council**  
**Meeting Minutes**  
**August 27, 2024**  
**10 a.m. – noon**

platforms like Snapchat, streaming video, and Instagram, to deliver 530 million impressions to youth and young adult audiences in Florida. Recall of *The Facts Now* video and digital ads was 75% among youth and 65% among young adults. As exposure to *The Facts Now* ads increased, youth and young adults reported more agreement with anti-vaping beliefs targeted by the campaign. The media campaign delivered over one billion impressions to Florida adults in 2023 and continued to reach users across demographic segments. This led to high levels of brand awareness among adult tobacco users (80%). TobaccoFreeFlorida.com experienced a 43% increase in users in 2023 as compared to 2022, with steady year-over-year growth in website traffic since 2018. The “Set a Quit Date” program on TobaccoFreeFlorida.com generated strong user engagement in its first full year, with over 97,000 reported clicks to sign up for actions related to cessation or participation in BTFF’s cessation services. Adult cigarette smokers in Florida with higher levels of exposure to campaign ads had an increased likelihood of reporting a quit attempt in the past year. Recommendations were made to implement tracking strategies for the new 2024 anti-vaping campaign to monitor audience engagement and optimize campaign performance. It was also recommended to monitor ongoing changes across media platforms to ensure that campaigns are maximizing media placements and campaign awareness.

The second presentation provided information on current and upcoming media materials and initiatives. In a new veteran’s initiative, BTFF plans to educate on community smoking rates, tobacco industry marketing and community resources to reach an audience that deserves the support to live a tobacco free life. This initiative is aimed to educate, inspire, and motivate veterans, their families and key stakeholders like health care providers regarding tools and services that are available. On June 17, 2024, Tobacco Free Florida launched a new Prevention campaign called Behind The Screen. Behind The Screen focuses on educating youth and young adults about the health risks associated with vaping. It includes five unique creative spots that cover different aspects of youth and young adult life, with the goal of connecting with different audiences.

**Contractual Awards**

**Laura Corbin, BTFF**

Section 381.84(6), Florida Statutes, requires the State Surgeon General, after consultation with the Tobacco Education and Use Prevention Advisory Board, to award contracts or grants for the program components described in paragraphs 381.84(3)(a) through (f), on the basis of merit, as determined by an open competitive peer-reviewed process to ensure objectivity, consistency, and high quality. Two contracts within BTFF will end on December 31, 2024. One of those contracts is for statewide Quitline cessation services and the other is for statewide media services. Board members were asked to vote anonymously after the meeting on whether to make a recommendation to the State Surgeon General to award the contracts.

**Closing Comments/Adjourn**

The Emerging Products and Retail Environment presentation will be conducted during a future meeting.<sup>1</sup> The meeting adjourned at 11:45 a.m. The next meeting will occur in Tallahassee on November 13, 2024.