



Bureau of Tobacco Free Florida

2024 ANNUAL REPORT

Ron DeSantis | Governor

Joseph A. Ladapo, MD, PhD | State Surgeon General





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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

In November 2006, the people of Florida voted in favor of a constitutional amendment that mandated the utilization of funds from the state's tobacco settlement for a tobacco control program. This initiative came to be known as Tobacco Free Florida (TFF) and is designed to align with the Centers for Disease Control and Prevention's (CDC) *Best Practices for Comprehensive Tobacco Control Programs*. The CDC recommends that states establish evidence-based programs utilizing the following five main components:

- » **Surveillance and evaluation**
- » **Administration and management**
- » **Cessation interventions**
- » **Health communication interventions**
- » **State and community interventions**

Throughout Fiscal Year 2022-2023 (FY 22-23), TFF conducted a variety of activities designed to prevent tobacco use or promote cessation within each of its program components, many of which are highlighted in this report. This report will showcase the program's work throughout FY 22-23. All data comprised in this report are Florida-specific unless otherwise noted and all reference to quitting refers to quitting any form of tobacco.

During the 2022 Florida Legislative Session, the Florida Clean Air Act was amended to allow counties and municipalities to enact ordinances to further restrict smoking within the boundaries of their public beaches and parks. In June 2022, Governor Ron DeSantis signed into law CS/HB 105: Regulation of Smoking by Counties and Municipalities. These ordinances help lower cigarette litter, encourage people to make healthy choices, and increase quit attempts.

This law empowers local elected officials to consider customizing tobacco use regulations for municipally owned and operated properties, such as public beaches and community parks. The law also allows Florida's cities and counties to make progress against contaminating waste products like cigarettes. Across the nation, cigarettes are by far the most littered item in the country. Reducing cigarette waste is an important public health step because cigarettes are not biodegradable, and the plastics and toxic chemicals in cigarettes and their filters can be harmful if they enter the water supply.

Tobacco free spaces prevent people from starting to smoke and are effective ways to encourage cessation. They can also reduce secondhand smoke, a health risk associated with thousands of deaths each year. According to the World Health Organization (WHO), an estimated 1.3 million non-smokers die each year as a direct result of being exposed to secondhand smoke.

The TFF program continues to make progress to reduce tobacco's serious impact on public health. Since the TFF program began in 2007, more than 295,000 Floridians have successfully quit tobacco using one of TFF's free tools and services. There are now approximately 451,000 fewer adult-smokers in Florida than there were in 2006, even as the population has increased by more than three million during that time. The TFF program saves the state \$3.2 billion each year in health care costs. During FY 22-23, over 58,000 Floridians utilized one of TFF's cessation programs and of those 18,691 quit tobacco with the help of one of TFF's resources.

Overall, tobacco use has dropped considerably and consistently since TFF was founded, but it hasn't been uniform and some communities are still being hit hard by the negative effects of tobacco and nicotine.

Together, we can ensure there is adequate support for all communities and drastically improve the lives of all Floridians. Together, we can create a Tobacco Free Florida.

Laura Corbin | Bureau Chief
Tobacco Free Florida



**SURVEILLANCE
AND EVALUATION**

SURVEILLANCE AND EVALUATION

The Surveillance and Evaluation component provides ongoing epidemiological surveillance and annual independent evaluations of the effectiveness of various components of Florida's comprehensive tobacco education and use prevention program. TFF has an established surveillance and evaluation system to inform program direction; monitor and document short, intermediate, and long-term population outcomes; ensure accountability; and evaluate the effectiveness of the TFF program in meeting its goals.

SURVEILLANCE

Surveillance is the process used to measure:

- » Tobacco use behaviors and changing trends in tobacco use among Floridians.
- » Floridians' knowledge and attitudes about tobacco use and tobacco control policies.

These population-level measurements occur annually and are used to monitor progress toward achieving long-term programmatic goals. TFF collaborates on several surveys and systems that collect data on tobacco attitudes, beliefs, and behaviors among Florida's youth and adults. These include the Florida Youth Tobacco Survey (FYTS), the Florida Adult Tobacco Survey (FLATS), Pregnancy Risk Assessment and Monitoring System (PRAMS). TFF also uses data from the Florida Youth Substance Abuse Survey to further analyze tobacco-related behaviors.

TFF has several objectives that are included as part of the State Health Improvement Plan.

The surveillance data are used to track progress toward meeting these objectives.

By December 31, 2026, reduce current inhaled nicotine** prevalence in youth aged 11 through 17 years from 14.4% (2021) to 11.1%.

**Youth inhaled nicotine includes cigarettes, cigars, flavored cigarettes, flavored cigars, hookah, and e-cigarettes.

Current inhaled nicotine prevalence among Florida's youth is 10.8% (2023 FYTS).

By December 31, 2026, decrease current inhaled nicotine** prevalence in adults aged 18 years or older from 23.4% (2020) to 19.3%.

**Adult inhaled nicotine includes cigarettes, cigars, little cigars, hookah, and e-cigarettes.

Current inhaled nicotine prevalence among Florida's adults is 24.4% (2022 FLATS).

By December 31, 2026, increase the percentage of smokers with quit attempts in the last 12 months from 54.7% (2020) to 63%.

52.5% of Florida adult smokers reported a quit attempt in the last 12 months (2022 BRFSS).

Full surveillance reports may be viewed here:

Florida Behavioral Risk Factor Surveillance System:
www.floridahealth.gov/statistics-and-data/survey-data/behavioral-risk-factor-surveillance-system/index.html

Florida Youth Tobacco Survey Reports (FYTS):
<https://www.flhealthcharts.gov/ChartsDashboards/rdPage.aspx?rdReport=SurveyData.YTS.Dataviewer>

Florida Pregnancy Risk Assessment Monitoring System:

www.floridahealth.gov/statistics-and-data/survey-data/pregnancy-risk-assessment-monitoring-system/

Florida Adult Tobacco Survey:

Upon request, results are available as part of the Annual Independent Evaluation Report.

Additionally, many tobacco-related indicators are available on Florida Health CHARTS:

www.flhealthcharts.com/charts/Default.aspx



EVALUATION

Competitively selected independent professional evaluators conduct evaluation of TFF's program components with Bureau staff providing guidance.

The evaluators document gaps and assess strengths and weaknesses of TFF. The independent, external evaluators provided their findings and made recommendations at the end of Fiscal Year 2021-2022 (FY 21-22) to assist with program planning for FY 22-23.

2022-2023 Evaluation Recommendations

TFF Should Continue To:

- » Demonstrate and publicize program effectiveness through rigorous evaluation and dissemination of findings.
- » Monitor the tobacco product marketplace, company advertising, and product use in Florida for changes related to the U.S. Food and Drug Administration's implementation of new policies, prioritized enforcement of policies, and new product standards.
- » Monitor trends in youth access and consumption of tobacco and nicotine products in violation of state law.
- » Coordinate with Florida Department of Business and Professional Regulation (DBPR) to obtain a more comprehensive understanding of the electronic vapor product (EVP) sales landscape in the state.
- » Conduct in-depth monitoring of sales and advertising associated with EVPs, novel nicotine products (e.g., nicotine pouches), and 305's cigarettes.
- » Promote the Florida Tobacco Prevention Program educator/nurse course so school staff integrate tobacco education and prevention into their conversations and lesson plans.
- » Partner with OneFlorida and University of Florida to leverage the potential of health records data for evaluating the health systems change intervention.
- » Promote best practices—including reviewing current touchpoints for reaching providers and clients—for tobacco cessation interventions among health care providers, with a focus on behavioral health care providers (BHCPs) and providers serving Florida Medicaid-insured individuals.
- » Target health care providers and organizations that serve Medicaid-insured Floridians to ensure that interventions and cessation resources will continue to reach this priority population.
- » Implement the evidence-based media strategies that have formed the backbone of TFF's success in recent years.
- » Share campaign materials and insights with other states and organizations.
- » Use existing evidence-based ads and a wide range of proven messaging strategies and media platforms.
- » 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.
- » Take advantage of innovative platforms such as Snapchat to reach youth and young adult audiences in alignment with their preferred media formats (e.g., short-form videos), and consider how these platforms may also be used to reach younger segments in the cessation audience.
- » Focus on creating and promoting engaging content with a focus on audiences' preferred media format (i.e., short-form video).
- » Focus on including high-quality ads about EVPs and other inhaled tobacco products.

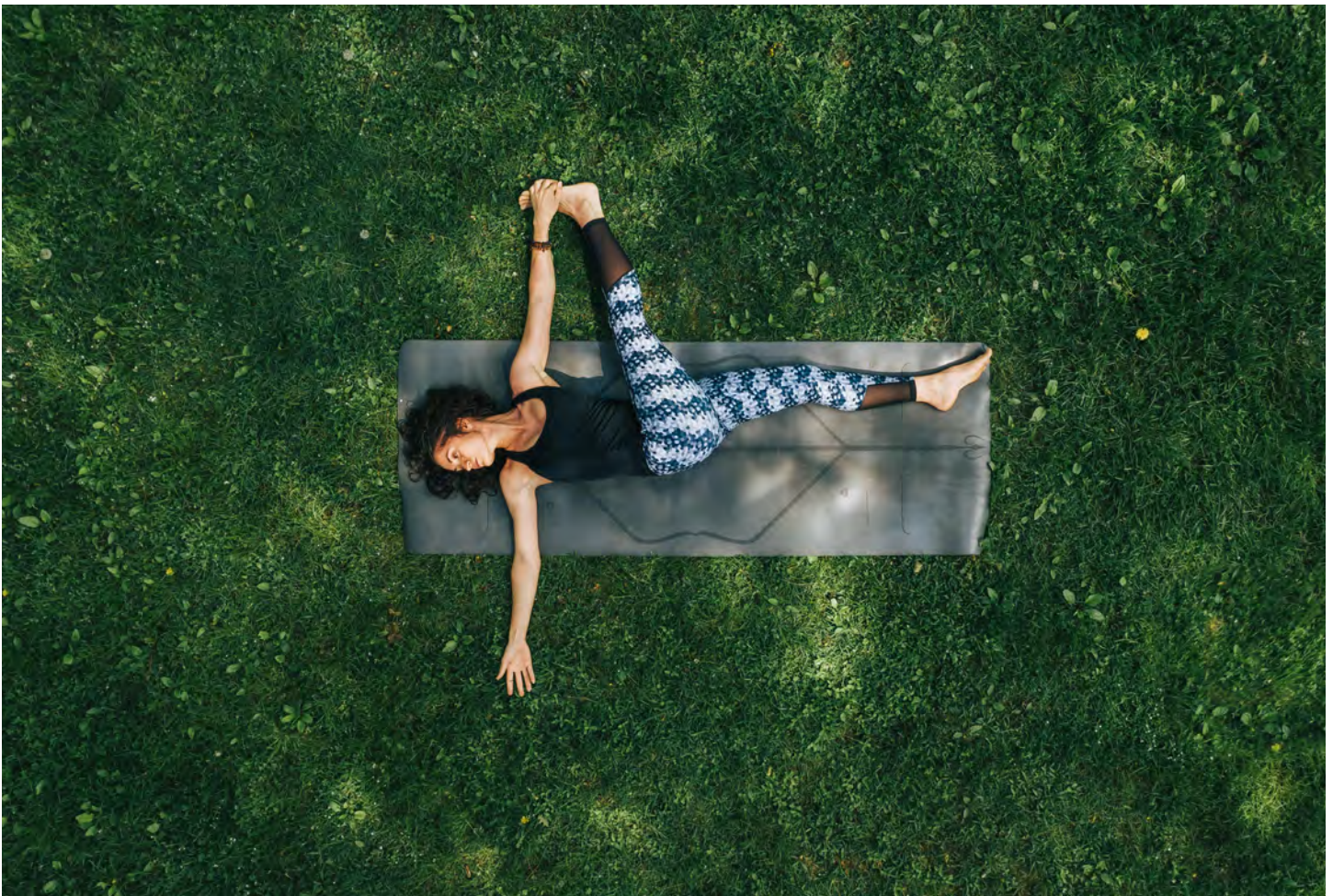
TFF Should:

- » Work to remove exemptions and preemptions from the Florida Clean Air Act (FCAA) by educating policymakers about how clean indoor air policies reduce secondhand smoke and vapor exposure.
- » Work with state partners to expand and increase excise taxes for tobacco and nicotine products.
- » Assist counties and municipalities in advancing tobacco free policies for tobacco free parks and beaches.
- » Focus efforts on reducing the widespread use of EVPs and other inhaled nicotine products by youth and young adults in Florida.
- » Focus efforts on reducing the widespread use of combustible products, along with continuing to focus on reducing tobacco use disparities.
- » Expand monitoring activities of emerging brands and products in Florida to include marketing content and promotional activities in addition to advertising and sales.
- » Triangulate multiple data sources for evaluation activities and employ new analytic techniques and datasets to better understand (1) marketing strategies; (2) exposure to and appeal of marketing among priority populations; (3) identification of emerging products; and (4) characteristics of emerging product users.

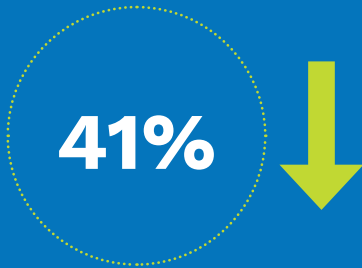
- » Increase the level of engagement of community providers between SWAT and local opinion leaders (especially elected officials) regarding EVP use to influence awareness about the prevalence of EVP use among youth and offer tobacco control policy solutions.
- » Offer Florida school educators and administrators the tobacco education program as an educational tool that is one component of a comprehensive approach to reducing student EVP and overall tobacco and nicotine use.
- » Closely monitor updates to referral data reporting and support Area Health Education Centers (AHECs) in sharing actionable data with partnering organizations.
- » Focus on closing gaps in knowledge and resources by assessing how, when, and where BHCPs are being reached through the current intervention and whether there are opportunities to tailor resources or trainings to their needs.
- » Support AHECs and community providers in enhancing post-implementation support for organizations with referral systems by making referral data more usable/accessible,

encouraging AHEC participation in technical conversations (so that they are an informed point of contact for organizations), and encouraging ongoing meetings, training, and data sharing after a referral system is established.

- » Maintain high levels of brand and ad awareness over time, particularly among Floridians disproportionately affected by tobacco use.
- » Evaluate anti-vaping ads from the collection of anti-vaping ads developed for U.S. youth and young adults for potential inclusion in future campaigns.
- » Explore the use of influencers and/or user-generated content for additional reach and to gain credibility among younger audiences.
- » Implement proposed updates and tracking user engagement with new website features to inform future campaign optimizations.
- » Look for ways to continue to promote the *Set a Quit Date* customer relationship management program through existing channels in order to grow the community of users and build engagement.



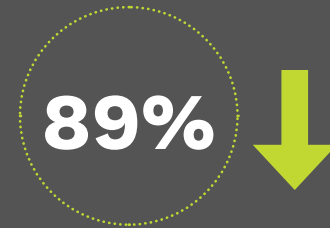
ADULT SMOKING PREVALENCE



Since TFF launched in 2007, the adult smoking prevalence has continued to decline. The rate decreased from 19.3% in 2011 to 11.3% in 2022.

In 2022, 13.0% of Florida adult males and 9.7% of adult females were current cigarette smokers.

YOUTH SMOKING PREVALENCE



Since TFF launched in 2007, youth (ages 11-17) cigarette smoking prevalence has been cut by more than 89% from 10.6% in 2006 to 1.1% in 2023.

In 2023, 1.6% of Florida high school students reported current cigarette use.

In 2023, 1.0% of Florida middle school students reported current cigarette use.

ADULT INHALED NICOTINE PREVALENCE



Upon request, results are available as part of the Annual Independent Evaluation Report.

YOUTH INHALED NICOTINE PREVALENCE



Review the Florida Youth Tobacco Survey (FYTS) reports at www.flhealthcharts.gov/ChartsDashboards/rdPage.aspx?rdReport=SurveyData

ECONOMIC IMPACT

The reduction in adult smoking rates from 2007 to 2015 resulted in an estimated

\$17.7 billion

in cumulative savings from smoking-related health care costs across the state.

QUIT TOOLS AND SERVICES

From July 2022 through July 2023, 18,619 Floridians quit with the use of a TFF resource:

 **5,990 Group Quit (AHEC)**



12,629 Phone and Web Quit (RVO Quit Services)



**ADMINISTRATION
AND MANAGEMENT**

ADMINISTRATION AND MANAGEMENT

The Administration and Management component provides administrative support to the statewide and county-based tobacco programs.

TFF directs 98% of total annual funding directly to tobacco control programs and services. While section 381.84(8), Florida Statutes, permits an annual amount of up to 5% of the total trust fund appropriation to be used on Administration and Management, TFF operates efficiently with only 2% funding in this category, and four full-time staff.

The Florida Legislature appropriates tobacco trust fund dollars annually to TFF. Florida receives annual tobacco trust fund dollars from a lawsuit settlement with tobacco companies, intended to compensate the state for damages resulting from tobacco-related death and disease incurred by Florida’s citizens.

As mandated by the Florida Constitution and state statutes, TFF follows the CDC’s Best Practices for Comprehensive Tobacco Control Programs. This guide helps state programs plan and establish evidence-based comprehensive programs through the following:



The entire TFF program is funded by **only 15% of the annual settlement amount** – no Florida taxpayer dollars or general revenue sources are used to fund Florida’s statewide comprehensive tobacco control program. Yet, funds appropriated to TFF have **resulted in billions of dollars and countless lives saved**, and generated tremendous positive local-level economic impacts across all **67 Florida counties**.

State and Community Interventions	\$14,318,110
State and Community Interventions – AHEC	\$6,249,620
Health Communications Interventions	\$23,276,444
Health Communications Interventions – Pregnant Women	\$2,500,000
Cessation Interventions	\$14,466,212
Cessation Interventions - AHEC	\$8,473,201
Surveillance and Evaluation	\$7,055,448
Administration and Management	\$990,300
Total	\$77,329,335

TFF continues to implement a nationally renowned, award-winning tobacco control program well within CDC funding recommendations. While the CDC recommends that Florida fund tobacco control at \$194.2 million annually, TFF consistently operates well within funds appropriated by the Florida Legislature.

TFF continues to mitigate effects of significant tobacco industry marketing in Florida. The tobacco industry spends approximately \$614.2 million annually in marketing to Florida’s citizens, well over eight times more than TFF’s annual funding appropriation.



**CESSATION
INTERVENTIONS**

CESSATION INTERVENTIONS

TFF offers free cessation programs to all state residents with the option of a free supply of nicotine replacement therapy (NRT).



RVO Health (RVO, formerly Optum) provides phone and online cessation supports. Historically, service options included the Quitline (telephone counseling), Individual Services (NRT starter kit, text messaging, email support), and Web Coach (self-directed, interactive online support). On March 1, 2023, RVO Health launched updated service options: Digital Coach and Coach+. Both services provide online resources and support. Additionally, Coach+ offers cessation coaching via phone, text, or chat as well as tailored services for callers with behavioral health conditions and for pregnant women.



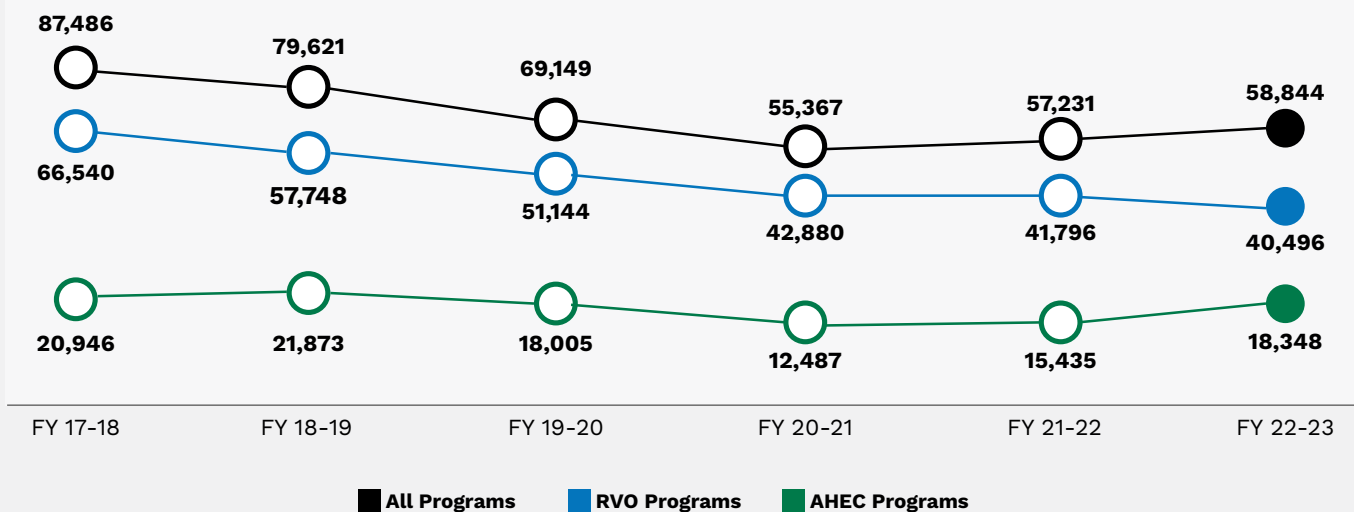
The Area Health Education Centers provide single session and multi-session group courses, both in-person and virtual, and the tailored Journeys course, which is provided to partnering behavioral health treatment centers.

AHEC enrollments continue to increase, RVO enrollments decrease slightly.

The cessation programs served 58,844 people who use tobacco in FY 22-23. Enrollments in RVO programs decreased slightly compared to the previous year (-3%) while AHEC programs experienced a 19% increase. AHEC introduced virtual group quit courses in FY 20-21. Expansion of these courses along with increased recruitment efforts has resulted in an upward enrollment trend.



INDIVIDUALS SERVED BY PROGRAM AND FY

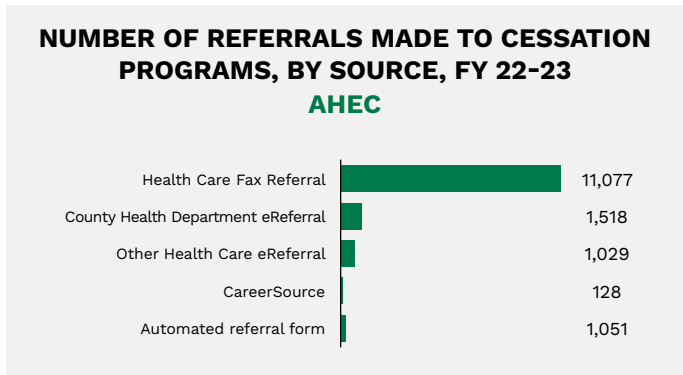
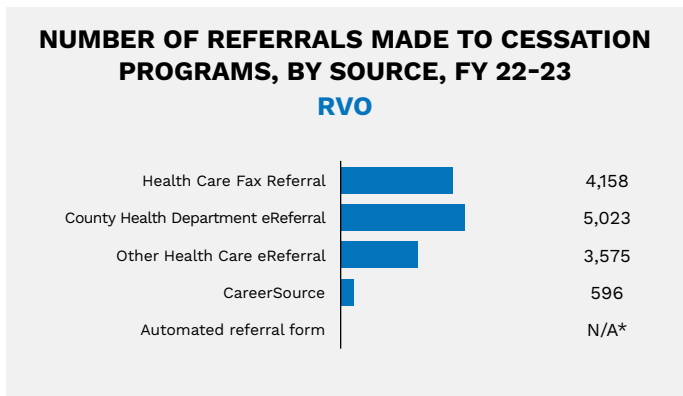


TFF Supports New Referral Pathways to Cessation Programs.

Referral systems are a low-cost and sustainable way to connect people who use tobacco to services. TFF supports several referral options. Health care and other professionals identify patients who use tobacco and connect them to services via electronic exchanges called “eReferrals” or by fax. AHEC staff contribute to this work by supporting health systems change efforts and providing training to health system staff. TFF added two new eReferral partners during FY 22-23, making a total of 19 Florida health systems with eReferral capability. In addition, TFF continues to offer an automated referral form accessible from TobaccoFreeFlorida.com and other websites. This form offers a simple and secure way for health care professionals and community organizations to send referrals.

Referrals Contribute to Program Enrollments.

In FY 22-23, health care providers and other professionals referred 28,155 individuals who use tobacco to the cessation programs. Nearly 15,000 individuals selected referral to AHEC programs, and approximately 13,350 selected RVO programs. Health care fax is by far the largest source of referrals to the cessation programs.



*Due to RVO requirements, the automated referral form is sent to RVO as an automated fax; therefore, these referrals are captured under health care fax referrals and CareerSource for RVO.

Programs Are Reaching People from Diverse Backgrounds.

All Floridians deserve an opportunity to be as healthy as possible. Smoking has declined among Florida adults, but due to predatory marketing tactics by the tobacco industry some communities are still unfairly burdened by commercial tobacco. The evaluation recommends that the TFF cessation programs strive to serve these groups at or above representative levels to make a strong contribution to reducing tobacco-related disparities. TFF cessation programs are successfully reaching several, but not all, groups of tobacco users. Potential strategies to better reach underrepresented groups include partnering with health care systems and community agencies within these communities to develop targeted recruitment and outreach, and to learn if and how tailoring programs might improve the cultural fit.

Success: Adequately to strongly representative enrollment levels within TFF programs

Areas for improvement: Under-represented groups

- Black/African American (AHEC programs)
- Hispanic or Latino/Latina (AHEC programs)
- Medicaid enrollees
- People without health insurance
- LGBTQ+ Individuals
- Rural residents
- Young adults 18-24

- Black/African American (RVO programs)
- Hispanic or Latino/Latina (RVO programs)
- People who did not finish high school

Five statewide tobacco user populations were too small to allow assessment of their representativity within the cessation programs: those who are pregnant, young adults “straight to work,” American Indian/Alaska Native, Asian American, and Native Hawaiian/Pacific Islander.

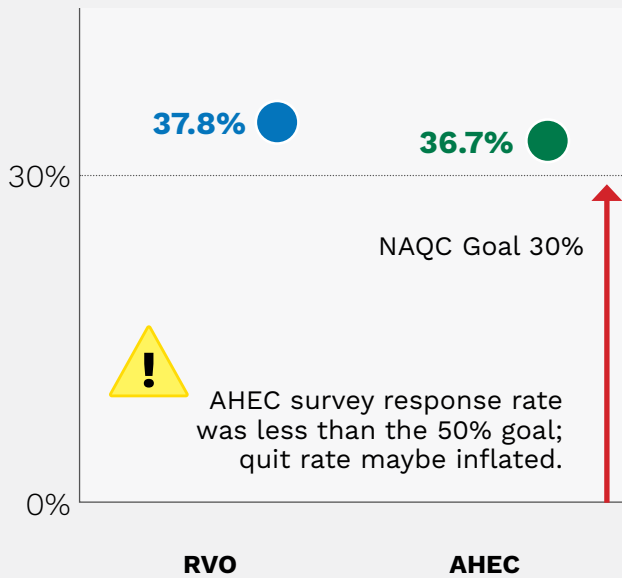
The majority of participants report behavioral health (mental health and/or substance use) conditions.

More than half of program participants in standard and tailored programs report experiencing one or more behavioral health condition (AHEC 68%, RVO 56%).

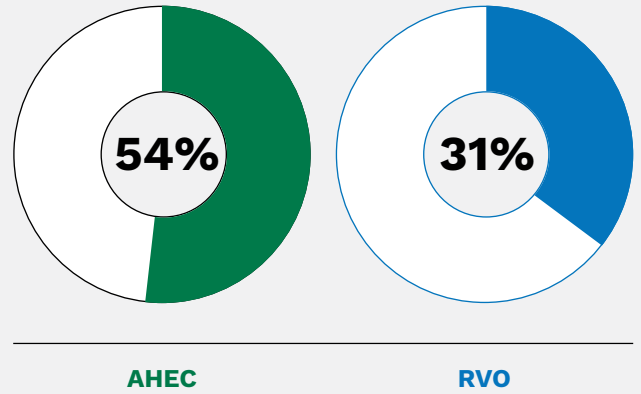
Quit Rates for Conventional Tobacco Meet Goal.

The quit rate is the percentage of survey respondents who were abstinent from conventional tobacco for 30 days; quit rates are measured via a follow-up survey with a sample of participants seven months after starting the program. Quit rates for RVO and AHEC programs fall within an acceptable range for cessation programs; both RVO and AHEC programs meet the 30% goal set by the North American Quitline Consortium (NAQC).

PERCENTAGE ABSTINENT FROM CONVENTIONAL TOBACCO AT FOLLOW-UP



PERCENTAGE OF ADULT PROGRAM PARTICIPANTS WHO USE EVPs AND WERE SEEKING SUPPORT TO QUIT THEM



EVPs are a growing concern.

At registration, 29% of TFF cessation program participants report using EVPs, as compared to just 14% of adults statewide (2022 FLATS).

There is a strong demand for support to quit EVPs.

The participant follow-up survey includes several questions about how survey respondents are using and/or attempting to quit vaping.

Among survey respondents who use EVPs, half of AHEC respondents and just under a third of RVO respondents say that when they first registered for services, they were looking for support to quit vaping. While the TFF programs do not use a specific vaping cessation curriculum, both AHEC facilitators and RVO coaches address EVP use within the standard programs.

Among those seeking support to quit vaping, the majority of respondents (AHEC: **83%**, RVO: **77%**) felt the program was very or mostly helpful in supporting them to quit vaping. These results indicate the programs are addressing EVP use and adapting to a pressing need among participants. Despite this positive feedback, some respondents (AHEC: **22%**, RVO: **12%**) report current EVP use at follow-up.





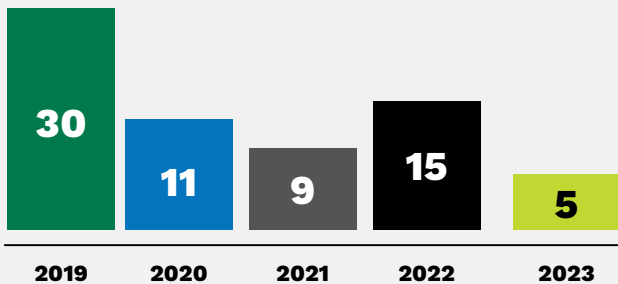
**FLORIDA CLEAN
AIR ACT**

FLORIDA CLEAN AIR ACT

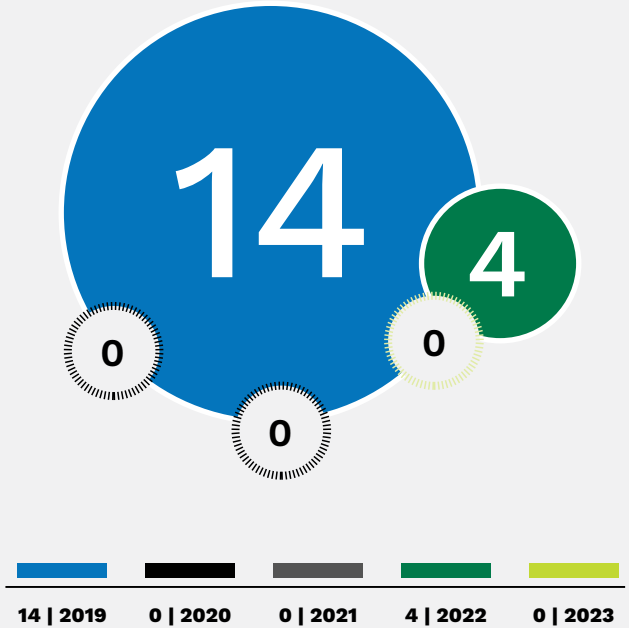
FCAA protects people from the health hazards of secondhand smoke and vapor in the workplace by requiring businesses to develop and implement smokefree policies. The following charts display a glance of the enforcement activities managed by the Department of Health across five calendar years.



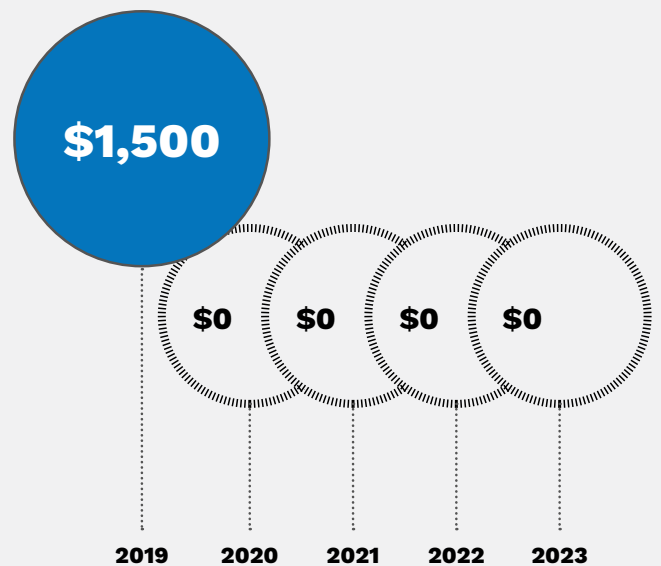
COMPLAINTS



ON-SITE INSPECTIONS



ADMINISTRATIVE FINES



HISTORICALLY SIGNIFICANT EVENTS FOR THE FCAA

1985

Chapter 386, Florida Statutes - The FCAA was enacted.

1988

Enforcement responsibility was given to the Florida Department of Health and the Florida Department of Business and Professional Regulation.

1996

Section 386.212, Florida Statutes, was created to prohibit smoking near school property by any person under 18 years of age. In 2021, this section was updated to prohibit smoking near school property by persons under 21 years.

2003

71% of Florida voters approved Amendment 6 codified at Article X, Section 20, Florida Constitution, prohibiting smoking in enclosed indoor workplaces.

2003

Amendment 6 became effective July 1, 2003.

2011

School districts were authorized to restrict smoking on school district property effective July 1, 2011.

2018

69% of Florida voters approved Amendment 9 codified at Article X, Section 20, Florida Constitution, prohibiting vaping in enclosed indoor workplaces.

2019

Article X, Section 20, Florida Constitution became effective July 1, 2019.

2022

HB 105 changed the title of the "Florida Clean Indoor Air Act" to the "Florida Clean Air Act" to conform to the expansion of the act to address outdoor smoking.



**HEALTH COMMUNICATION
INTERVENTIONS**

HEALTH COMMUNICATION INTERVENTIONS

The Health Communication Interventions component provides for TFF's statewide prevention and cessation media and marketing outreach campaigns. As specified in Section 27, Article X of the state constitution, the TFF media and advertising campaign uses TV, radio, print, web/digital, and other unique forms of advertising to deliver evidence-based messages. As required by Section 381.84, Florida Statutes, all TFF media campaigns undergo both rigorous formative testing and evaluation prior to dissemination and after airing to gauge effectiveness.

Also, in accordance with the statute, the campaign consistently meets or exceeds the CDC *Best Practices for Comprehensive Tobacco Control Programs*; including message content, awareness and use of innovative media strategies. One strategy is by negotiating a 3:1 spot match that provides bonus impressions from TV, radio and Over the Top Television (OTT) adding significant value to the program.

Cessation Media

Focused on increasing quit attempts in Florida, TFF continued to run several successful campaigns during FY 22-23. Encouraging tobacco users to make a quit attempt requires powerful campaigns that can grab their attention and inspire them to make difficult behavior changes.

In order to achieve a balanced message strategy, the Cessation campaign utilizes both "Why to Quit" and "How to Quit" messaging. "Why to Quit" refers to messaging that motivates tobacco users to quit, including the use of hard-hitting (emotional and/or graphic) advertising. "How to Quit" refers to messaging that identifies strategies tobacco users can use to quit. The broadcast TV and radio campaign led with "Why to Quit" messaging, utilizing evidence-based materials from the CDC campaign *Tips from Former Smokers*.[®] All the spots ran with a "snipe" graphic treatment that promoted the free nicotine replacement offer, and the call-to-action drove to 1-877-U-CAN-NOW. This treatment was added to ensure viewers had visibility throughout the spots to the phone number as well as availability of free nicotine replacement patches.

For "How to Quit" messaging, TFF continued to run its original cessation TV campaign, *The Reasons*, developed in FY 17-18. This campaign features real stories from Floridians who are tobacco users and have a desire to quit. Ultimately, the spots end with a message that communicates TFF's free tools and services and drives to TobaccoFreeFlorida.com for more information on how to "Quit Your Way." Other mediums utilized throughout FY 22-23 included radio, digital, and social.

Tobacco Free Florida Week

Tobacco Free Florida Week addressed supporting prepartum, pregnant, and postpartum women across the state. Over 200,000 live births take place in Florida each year. The time before, during, and immediately following a pregnancy is a time when individuals may be more likely to focus on wellness, make lifestyle changes and take actions related to personal health, seek medical advice, and connect with health care providers.

Timed to align with National Women's Health Week and Mother's Day (the week of May 14), TFF Week for FY 22-23 featured placing content in the publications of industry associations such as the Florida Medical Association, the Florida Nurses Association, and the Florida Association of Free and Charitable Clinics.

The time around pregnancy is a period of more visits with health care providers and provides opportunities for effective cessation and prevention conversations. Tobacco's negative health effects for both the mother and the baby further heighten the importance and the value of supporting this population.



Embrace For Both

To further reach the pregnant and postpartum audience, TFF launched the "Embrace for Both" Campaign which targeted health care providers and the general public.

To effectively engage pregnant and postpartum women, advertisements were strategically placed on digital screens, posters, and brochures in OB-GYN and pediatrician waiting rooms and doctor's offices. Additionally, TFF implemented a comprehensive digital display campaign that specifically targeted OB-GYN and pediatricians, ensuring they were exposed to relevant content. The campaign aimed to encourage health care professionals to initiate conversations with their patients about the complications associated with smoking during pregnancy.

Health Care Providers

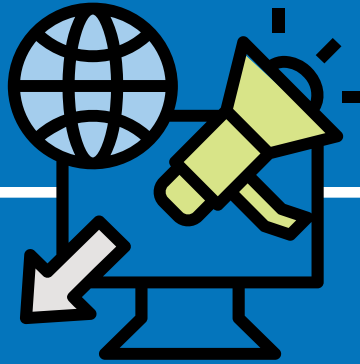
In its ninth year, the health care provider initiative continued to generate valuable awareness. During FY 22-23, TFF continued reaching health care providers via numerous conferences and paid media buys.

TFF continued to prioritize partnerships with health care organizations throughout the state. These organizations included:

- » Florida Association of Free and Charitable Clinics
- » Florida Behavioral Health Association
- » Florida Medical Association

- » Florida Nurses Association
- » Florida Obstetric and Gynecologic Society
- » Florida Pharmacy Association

TFF continues to build new partners such as the Southern College Health Association, a regional division of the American College Health Association. This new partnership is expected to grow in FY 23-24, to include the organization's annual conference at Florida Atlantic University in spring 2024.



**THE TFF CAMPAIGNS GENERATED
AN ESTIMATED TOTAL OF:**

1,306,070,611*

MEDIA IMPRESSIONS

Includes Bonus*

*Impressions include all paid media in addition to bonus impressions from TV, radio and out-of-home inventory.

Adding the bonus impressions demonstrates the growing overall impression load.

Youth Media Interventions

During FY 22-23, TFF continued to focus on generating creative content to prevent youth tobacco use as well as lower the prevalence and prevent the use of EVPs among Florida's youth and young adults.

THE FACTS NOW is one of the very few state tobacco control campaigns targeting the youth and young adult demographic with tobacco prevention messaging. Teens and young adults spend much of their media time online. Therefore, the most effective way of reaching them is on top digital and social networks. Thus, THE FACTS NOW is primarily a digital campaign, with supportive media on OTT, digital video, radio, and streaming audio. Since the launch in 2015, the campaign has continuously built brand awareness and educated youth and young adults about the health-related issues of tobacco use through implementation of messaging that reaches the audience where they consume media.

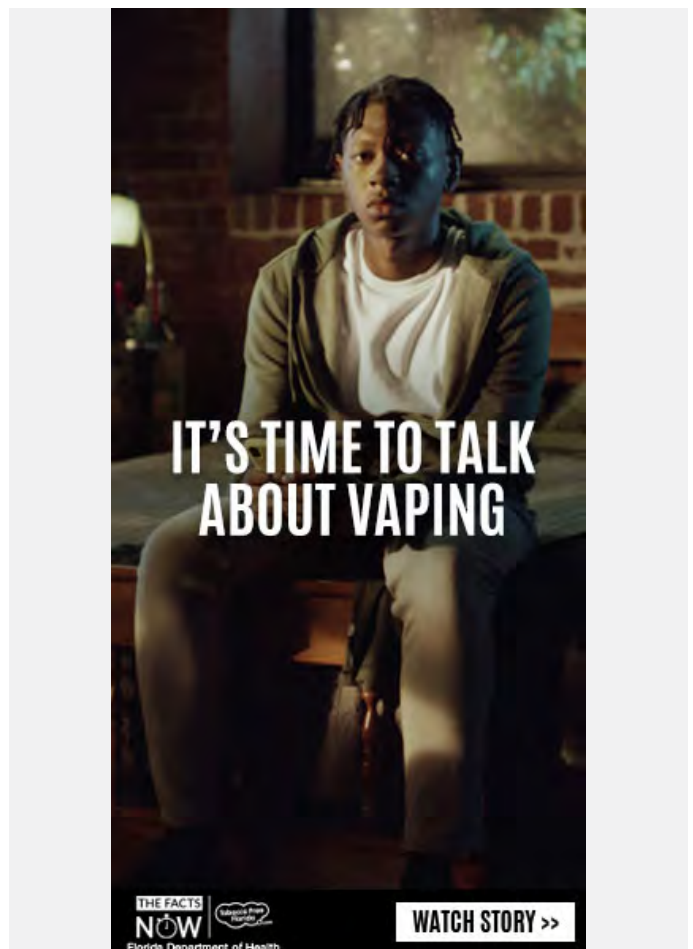
In FY 22-23, TFF continued to utilize Textimonials as the overall branding campaign for THE FACTS NOW. This powerful campaign launched in October 2020 and includes TV, OTT, radio, digital, and social networks. This campaign demonstrates how nicotine addiction via EVP use can have serious effects on people's lives, even as a young adult.

The Textimonials campaign features the stories of the following participants:

- » Walker, age 21, first tried vaping in college and was hooked within a week. After only four months of vaping, Walker was rushed to the hospital to find out that his lung stopped working. He was placed in a medically induced coma, spent five months in intensive care and lost 90 lbs.
- » Katia, age 21, began vaping at 18 because all of her friends were doing it. Due to her vaping, Katia became irritable, moody and anxious. She was a straight-A student and using EVPs made it hard for her to focus in class.
- » Garrett, age 21, started smoking cigarettes at 17 and vaping when he was 19 as a way to quit smoking cigarettes. Garrett used to play volleyball but had to quit after he started having trouble breathing, caused by vaping.
- » Malik, age 21, started vaping when he was 15. When he saw his younger brother almost try vaping, he realized he needed to stop and be a better role model. He saw the impact to his relationships, money and possibly impacting his little brother's life if he had continued vaping.
- » Dylan, age 22, started smoking cigarettes when he was 16 and was a pack-a-day smoker by the time he was a sophomore in high school. He

began vaping when he turned 18 and became addicted. Dylan knew his addiction controlled him when he found himself buying vapes instead of food.

Each of their stories are told via the statewide media campaign that consists of placements in OTT, broadcast and streaming radio, online video, digital display ads, social network ads, search ads, and website content on TheFactsNow.com.





STATE AND COMMUNITY INTERVENTIONS

STATE AND COMMUNITY INTERVENTIONS

The State and Community Interventions component provides for tobacco prevention programs in each of Florida's 67 counties. County programs (also known as "Providers") are tasked with establishing tobacco free partnerships, maintaining a chapter SWAT and building support for policy, environmental, and systems changes.

Notable partners include local school districts, law enforcement agencies, faith-based organizations, health care systems, and public health organizations such as the American Cancer Society, the American Lung Association, and the American Heart Association. County providers contribute to local policy and systems interventions based upon CDC *Best Practices for Comprehensive Tobacco Control Programs*. Local policy changes are in the form of ordinances, business policies or voluntary policies to address tobacco use, prevention, or

secondhand smoke. Throughout FY 22-23, 66 policy achievements were reported across six policy areas. TFF is working to make the tobacco free choice the easy choice. The outcomes of these efforts are:

- » Increased public demand for tobacco control policies that prevent initiation, protect from secondhand smoke, and promote cessation services.
- » Increased number of tobacco free environment policies at schools, worksites, parks, beaches, and other public places.
- » Increased number of smokefree policies in homes and multiunit housing.
- » Increased access to and use of TFF's free cessation services.



Online Education Courses

Since 2020, TFF has collaborated with the School Board of Palm Beach County’s tobacco prevention program to provide online tobacco education courses for Florida students, nurses, and teachers. The courses are free to use and easily accessible. The student courses are intended for use as an alternative to suspension for students caught vaping/smoking at school. Student courses are available for use at the elementary, middle, and high school levels. Adult courses are also available for nurses and educators, who can receive continuing education credits following successful completion of the course.

Online Course Evaluation

In February of 2023, TFF’s third-party evaluator, Research Triangle International (RTI), completed an evaluation of the online tobacco education courses. RTI used a mixed-methods approach for data collection and analysis, incorporating online course enrollment data, post-course survey data, and interviews with school administrators to study the impact and perception of the courses.

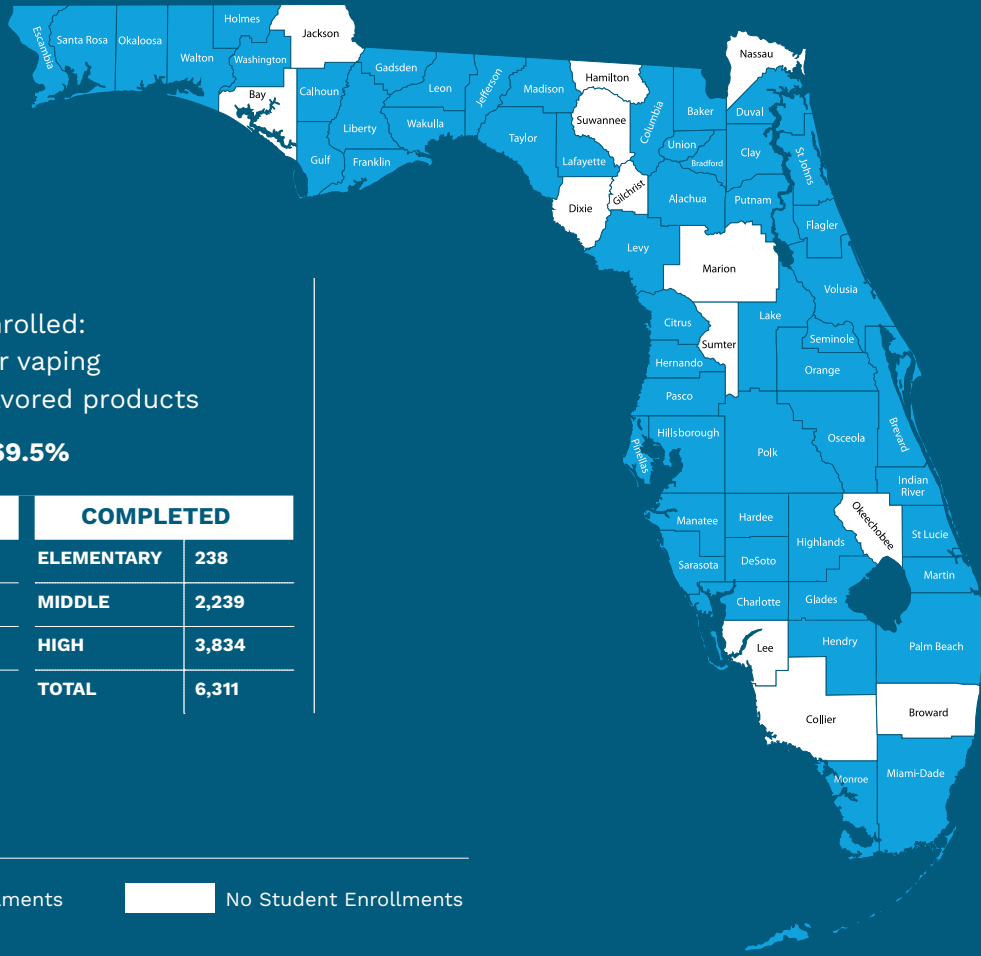
Key Findings:

- » Students reported greater awareness about the health risks of EVPs in post-course surveys.
- » School administrators reported a decrease in EVP use infractions as a result of the courses.
- » Some administrators expressed need for more behavioral and educational resources.

Recommendations:

- » Continue promoting the student courses as an alternative to suspension and consider promoting them as an educational tool.
- » Continue promoting the educator/nurse courses so school staff may integrate tobacco education and prevention into their conversations and lesson plans.
- » Evaluate the effectiveness of Live Vape Free and increase promotion if effective.
- » Add FYTS questions relevant to EVP use and school discipline.
- » Compare schools using/not using the student courses in future research.

PARTICIPATION: STUDENT COURSES 2022 – 2023 SCHOOL YEAR



54 of 67 districts
9,086 Students enrolled:

- **95.9%** cited for vaping
- **72.7%** used flavored products

Completion rate: **69.5%**

ENROLLED		COMPLETED	
ELEMENTARY	305	ELEMENTARY	238
MIDDLE	3,205	MIDDLE	2,239
HIGH	5,576	HIGH	3,834
TOTAL	9,086	TOTAL	6,311

KEY

Student Enrollments No Student Enrollments

TOBACCO FREE PARTNERSHIPS

I-10 Corridor Region

All Floridians deserve an opportunity to be as healthy as possible. However, residents in 18 counties of Florida's I-10 Corridor experience significant and detrimental differences from people located in other areas of the state.

- » The census tract with the lowest life expectancy in Florida is located in the I-10 Corridor, with a life expectancy of 61 years old. For comparison, census tracts in Palm Beach and Miami have life expectancies of 92—an additional 30 years of life for people living in different parts of the same state.
- » When looking at the health of the people living in the I-10 Corridor, roughly half a million of the 1.8 million residents are characterized as falling into groups with some of the highest rates of heart disease, depression, arthritis, cancer, asthma, obesity, and diabetes.
- » The region is also characterized by a significant difference in factors that affect public health, including vulnerability to catastrophic events, access to and the quality of infrastructure, lack of access to health care, primary care and behavioral health provider shortages, and sustainable employment.

Collaboration in Action

While some of the challenges experienced by this region are beyond the ability of TFF to change, many of them may be mitigated through the use of a collaborative approach among several public health programs under the Florida Department of Health. The I-10 Corridor Project is a partnership between TFF and the Bureau of Chronic Disease Prevention (BCDP) aimed at improving health outcomes in the identified I-10 Corridor counties through state and local level program collaborations.

Engaging Program Staff

A major highlight of the project included hosting three, face-to-face workshops from June 2022 to May 2023. Each workshop served as an opportunity for both state and local program's to:

- » Share experiences from the field in conducting policy and systems change.
- » Identify gaps in designing, implementing, and sustaining multi-program collaborations.
- » Learn and develop promising practices for maximizing program reach.

Workshops were designed to be interactive by utilizing guest speakers, group discussions, and breakout activities. **Overall participation among program staff remained consistent throughout the project with an average of 83% of I-10 Corridor Project counties in attendance at each workshop.**

These workshops were critical to enhancing each Program's understanding of the unique challenges facing many of the project counties as well as existing opportunities to streamline program efforts.

**OF THE 1.8 MILLION PEOPLE
LIVING IN THE I-10 CORRIDOR,
NEARLY HALF A MILLION CAN
BENEFIT FROM COORDINATED
PUBLIC HEALTH SERVICES.**



I-10 PROJECT GOALS



GOAL 1

Identify common health system change goals and objectives for TFF and BCDP programs.



GOAL 2

Coordinate and align program services in the workplan that address behavior change.



GOAL 3

Improve access to high-quality program information and resources.



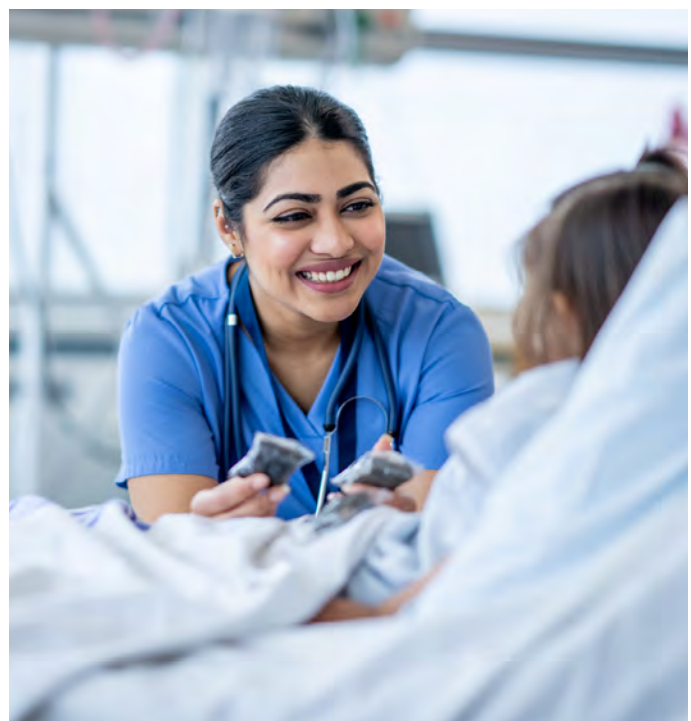
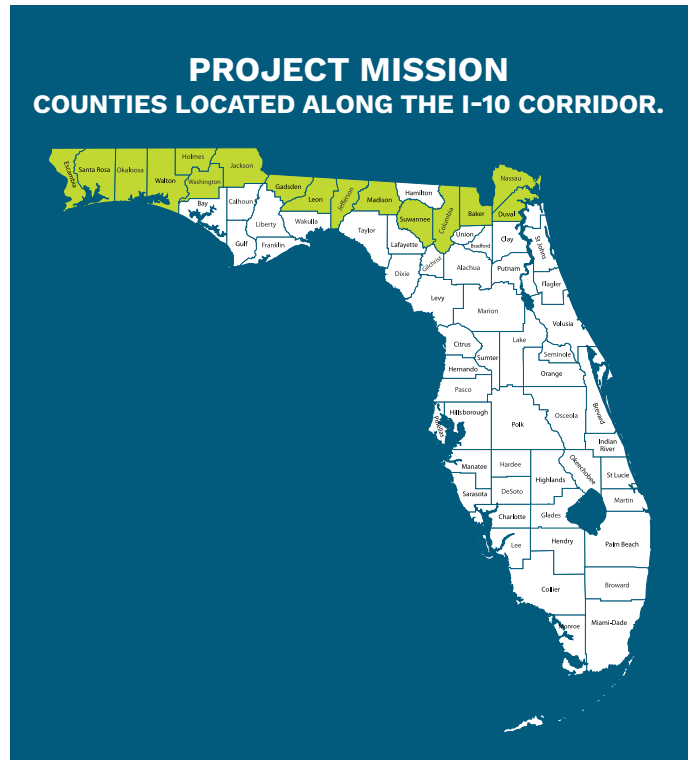
GOAL 4

Strengthen cross-program collaborations through multi-sector partnerships.

The I-10 Corridor Project Plan includes a set of goals, objectives, and strategies that will be implemented and monitored by project team and subcommittee members throughout the duration of the project.

- » **Project Mission:** To improve public health in the I-10 Corridor Project counties through improved collaboration, cooperation, and empowerment.
- » **Project Counties:** Escambia, Walton, Washington, Liberty, Leon, Madison, Santa Rosa, Bay, Jackson, Calhoun, Jefferson, Taylor, Okaloosa, Holmes, Franklin, Gadsden, Wakulla, and Gulf.
- » **Project Programs:** Tobacco Free Florida, Healthy Communities, Heart Health Plus, Colorectal Cancer Control Program, Comprehensive Cancer Control Program, Public Health Dental Program, Asthma Program, Office of Minority Health, Disability and Health Program, Diabetes Prevention Program, and Breast and Cervical Cancer Early Detection Program.

As part of the May 2023 I-10 Corridor Project Workshop, there was a special presentation from Dr. Justice Mbizo, Chair and Associate Professor of the Department of Public Health at the University of West Florida and the Co-Coordinator of the Northwest Florida Cancer Control Collaboration. The information presented helped to reinforce the benefits of collaborating with the Northwest Florida Cancer Collaborative to implement cancer control activities and encourage the practice of health behaviors associated with the prevention of cancer.



TOBACCO FREE SPACES

In the 2022 Florida Legislative session, the Legislature amended the FCAA to allow counties and municipalities to enact ordinances to further restrict smoking within the boundaries of their public beaches and parks. This created opportunities for local governments to establish more tobacco free spaces in their communities. Tobacco free partnerships have worked within their communities to encourage the adoption of these policies with great success.

Tobacco free spaces support communities in many ways. They improve health by reducing non-smoker's secondhand smoke exposure and encouraging people to make healthy choices. The Community Preventive Services Task Force found strong evidence that smokefree policies increase successful quit attempts. Beyond these direct health effects, smokefree communities reduce the likelihood of youth starting smoking due to a number of factors, including seeing fewer role models smoke, creating fewer opportunities to smoke alone or with others, and reducing social acceptability for smoking. These policies also help reduce cigarette litter on beaches and in parks which may have economic benefits.

Across the nation, cigarettes are by far the most littered item in the country. Here in Florida, for over 30 years, cigarette butts have been the most commonly found item in Ocean Conservancy's annual Florida beach cleanup. Florida communities today spend thousands of dollars each week collecting thousands of cigarette butts from public places.

According to the CDC, cigarette smoking remains the leading cause of preventable disease, disability, and death in the United States. Places like beaches and parks are part of promoting a healthy, active lifestyle. Support of tobacco use is not aligned with this active public health theme. Smoking bans have been found to significantly reduce the number of hospital admissions due to cardiac events triggered by secondhand smoke exposure.

Changing social norms so that Florida youth are not exposed to smoking as accepted behavior is especially important in the ongoing mission to decrease overall smoking rates. The CDC reports that nearly 9 out of 10 people who smoke started by age 18, and nearly all started by age 26.



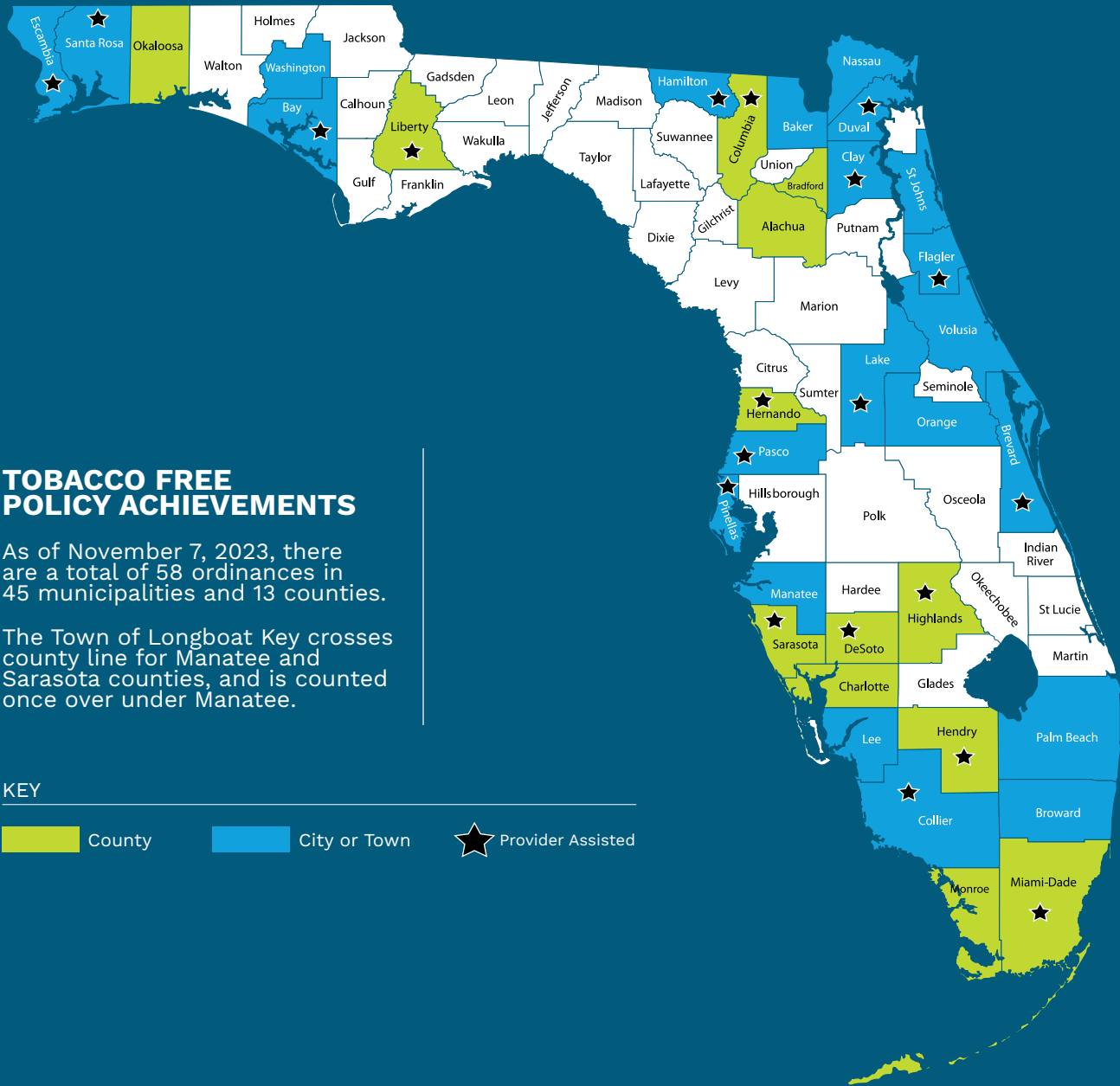
TOBACCO FREE POLICY ACHIEVEMENTS

As of November 7, 2023, there are a total of 58 ordinances in 45 municipalities and 13 counties.

The Town of Longboat Key crosses county line for Manatee and Sarasota counties, and is counted once over under Manatee.

KEY

County
 City or Town
 Provider Assisted



A recent study of the economic impact of comprehensive smokefree policies enacted in four major Caribbean countries found no negative impact on the number of tourists, how long they stayed, or how much they spent.

With thousands of public parks and hundreds of beaches across the country already having smokefree policies, visitors to Florida will increasingly expect smokefree public places.

Smokefree public policies can help support the economy of our communities. Tourism, including pristine beaches, is core to Florida's economic health. A beach being clean of litter is among the top reasons visitors cite for choosing their destination.



**STUDENTS WORKING
AGAINST TOBACCO (SWAT)**

STUDENTS WORKING AGAINST TOBACCO

Students Working Against Tobacco is Florida's statewide youth organization working to mobilize, educate, and equip Florida youth to deglamorize the tobacco industry. Although SWAT's message targets the tobacco industry, the long-term goal is to improve the health of all Floridians. SWAT works because it allows youth to speak out against an industry that kills over 480,000 Americans every year. Almost 90% of all smokers begin before age 18. SWAT is not only a youth advocacy group, but also promotes leadership and community involvement while focusing primarily on policy change. SWAT currently has 4,500 members with nearly 300 total clubs throughout the state!

On a local level, SWAT members work with their county's tobacco free partnership to promote policy change that prevents youth initiation, reduces exposure to secondhand smoke, and promotes cessation. They also conduct community education to motivate parents and decision makers to support policies that protect youth from pro-tobacco influences. TFF also engages SWAT members on a state level utilizing the same core value of youth as stakeholders, through the SWAT Youth Advocacy Board (YAB). The 16-member board, consisting of SWAT members elected by their peers from four geographic areas of Florida, works with TFF staff to help guide programmatic decisions in the areas of media, youth training, evaluation and outreach. The YAB provides the critical link between TFF and all Florida school and community-based SWAT clubs and local SWAT members statewide.

This year, the YAB and TFF hosted a multi-day training for local county SWAT Chapters. During the training, youth participated in multiple Do-It-Yourself sessions that were conducted by YAB members. Trainings included Advocacy Through Creativity, Finding Your Voice, Research Roadmap, and Tobacco and Mental Health where YAB members presented information on the selected topics and crafted practical use of learned skills presented during each session. Adults participated in breakout sessions that included Emerging Tobacco Products, a SWAT Panel, and Messaging Skills. Participants at the statewide meeting also attended keynote speaking sessions that had various guest speakers and a townhall panel. Sessions included topics such as Resilience, Tobacco 101, Mission Statement Building, Connecting with Your Community, Developing Your Creative Voice, and more.

SWAT's signature statewide initiative, "Not a Lab Rat Day," continues to be an annual event on the third Wednesday of October. Its purpose is

to empower youth to stand up and declare that they refuse to be Big Tobacco's "lab rats." In FY 22-23, the observance day's key message was to educate on the mental health risks of vaping. SWAT youth are committed to making an impact in their local communities as they push back against the tobacco industry's predatory practices.

