

**Tobacco Education and Use Prevention Advisory Council
Meeting Minutes
June 25, 2024
10 a.m. – noon**

Advisory Council Members Present:	
Joseph A. Ladapo, MD, PhD	Kevin O’Flaherty
Kimberly Allbritton	Maham Akbar, MPP
Andrew Weatherill	Senator Lisa Carlton
Paul Hull, PhD	Thomas Brandon, PhD
Brenda Olsen	Taghrid Asfar, MD, MSPH
Ramzi Salloum, PhD	Jay Wolfson, DrPH, JD
Jim Howell, MD, MPH	
Advisory Council Members Absent:	
None	

Call to Order and Roll Call

The meeting was called to order at 10 a.m. Roll call was performed with the meeting attendance noted above.

Approval of March 2024 Meeting Minutes

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

Smokefree Multiunit Housing Update

Michelle Rojas, MSc-GH, Research Triangle Institute International and Ron Davis, Bureau of Tobacco Free Florida

The first presentation included an overview of an evaluation study on smokefree multiunit housing policies in federally assisted properties. Understanding the specific landscape of Smokefree Multiunit Housing (SFMUH) policy in federally assisted properties can inform best approaches to develop partnerships and promote policy. Research Triangle Institute (RTI) conducted a set of semi-structured interviews to explore property management experiences and attitudes around implementing SFMUH policies in federally assisted properties in Florida. They recommended Bureau of Tobacco Free Florida (BTFF) elevate the promotion of available resources among property management companies, refocus SFMUH policy education to reach upper-level property management personnel, expand SFMUH partnership efforts to other housing assistance types and continue to pursue opportunities to attract federally subsidized properties by diversifying incentives for SFMUH policy implementation. The following presentation provided updates on SFMUH policy work. As of June 30th, 2023, there are 2,786 total smokefree properties and 513,784 smokefree units. Additionally, of the 2,519 property managers surveyed at smokefree properties, 69.6% felt adopting a smokefree policy had a positive effect on the occupancy rate of their property and only 0.5% of property managers felt it had a negative effect. The remaining 29.9% felt the occupancy rate was unaffected by policy adoption which is still favorable as there are other benefits to adopting a smokefree policy such as reduced turnover rate and protecting the health of residents.

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Tobacco Free Public Spaces Update

Josette Sykes, BTFF

This presentation shared updates on tobacco free parks and beaches policy work. Creating tobacco free spaces has been shown to reduce secondhand smoke exposure, smoking prevalence, and cigarette consumption. They can also influence current smokers to make a quit attempt. As with all tobacco free policies, these measures send a clear message to children and youth that tobacco use is not an acceptable behavior or a norm in the community. In fiscal year 23-24, 76 ordinances have passed – these cover 18 counties and 58 cities or towns.

Students Working Against Tobacco Update

Michelle Rojas MSc-GH, RTI and Steve Sergent, BTFF

The first presentation included an overview of an evaluation study on Students Working Against Tobacco (SWAT). SWAT empowers youth to be involved in raising awareness of tobacco use and call on community action. Since the inception of SWAT in 1998, the tobacco regulatory environment, youth tobacco use, and youth engagement have dramatically changed. The purpose of the study was to offer concrete recommendations to address longstanding challenges and to better leverage the multiple strengths of the program, its leaders, and its students. They recommended BTFF work with the evaluation team to clearly define SWAT program goals, outcomes, roles, and responsibilities to increase alignment and accountability for SWAT clubs, SWAT coordinators, and community providers. Additionally, they suggested BTFF collaborate across issues and youth-serving organizations to increase recruitment and retention of SWAT members, define and promote the SWAT adult attitudes/knowledge/skills, and increase the visibility of SWAT. The next presentation shared updates on SWAT's efforts over the last year.

Preview: New Youth Prevention Campaign

Gabriel Ferrer, Alma

This presentation introduced the new THE FACTS NOW campaign. On June 17, 2024, BTFF launched a new prevention campaign called Behind The Screen. It is a statewide campaign that focuses on educating youth and young adults about the health risks associated with vaping. It is a fully integrated campaign that includes social media; connected television and streaming video; streaming and terrestrial audio; digital display and video; search and a unique landing page on TheFactsNow.com.

Closing Comments/Adjourn

The meeting adjourned at noon. The next meeting will occur virtually on August 27, 2024.