



**Tobacco Free Partnership of  
 Indian River County**

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**Combined Partnership & SWAT Meeting Minutes**

**Monday, December 1, 2014**

**2:00pm – 3:05pm**

**Vero Beach High School, 1707 16<sup>th</sup> St, Vero Beach, FL 32960**

<b>Attendance</b>	<ul style="list-style-type: none"> <li>• FL Department of Health, Marie Blanchard</li> <li>• Meimei Wang, Vero Beach High School SWAT</li> <li>• Bob Herbst, TFP Member and SWAT Speaker</li> <li>• Brady Ballard, Historic Dodgertown</li> <li>• Nancy C Johnson, Plan B Solutions</li> <li>• Theresa Woodson, American Cancer Society</li> <li>• Doy Demsick, ACS</li> <li>• Daniel Tarazona, ACS, FSU Medical Student</li> <li>• Michelle Bollinger, Indian River Medical Center</li> <li>• Jesus Humberto Parada, SWAT</li> <li>• Leslie Spurlock, Quit Doc</li> <li>• Neve Hall, SWAT</li> <li>• Shelby Manning, SWAT</li> <li>• Ashley Aleman, SWAT</li> <li>• Caroline Lewis, SWAT</li> <li>• Racheal Kesteloot, SWAT</li> <li>• Jasmine Colon, SWAT</li> <li>• Colby Barnett, SWAT</li> <li>• Adam Summers, SWAT</li> <li>• Aaliyah Mayneaux, SWAT</li> <li>• Jessica Downey, SWAT</li> <li>• Allie Pepper, SWAT</li> <li>• Gabby Ordonez, SWAT</li> </ul>
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<b>Topic</b>	<b>Discussion</b>	<b>Action</b>
<b>Agenda Items</b>	<ol style="list-style-type: none"> <li>1. Old Business                             <ol style="list-style-type: none"> <li>a. SWAT Business</li> <li>b. Surveillance Activity, TFP/SWAT</li> <li>c. Tobacco Free Businesses Appreciation Walk</li> </ol> </li> <li>2. New Business                             <ol style="list-style-type: none"> <li>a. Speaker, Mr. Bob Herbst, Cancer &amp; Laryngectomy Survivor</li> </ol> </li> <li>3. Point of Sale Training for Partners and SWAT</li> </ol>	
<b>Welcome</b>	<p><b>Introductions</b>                      Humberto Parada, Chair of Vero Beach High School SWAT welcomed everyone and ran the meeting. Everyone introduced themselves. This is the first combined meeting of Indian River SWAT and TFP.</p>	

<p><b>1. Old Business</b></p>	<p>a) <b>SWAT Business</b> Dr. Linda Gaddis, SADD/DARE/SWAT Advisor was introduced. She was thanked for leading SWAT and hosting the meeting. She is thrilled to have four freshman starting SWAT this year. This is the first time freshman have become members of the club. She asked SWAT leaders to schedule a meeting to plan the mock DUI for the spring.</p> <p>b) <b>Surveillance of RYO and Hookah Bars</b> Ms. Spurlock explained RYO shops have a machine for people to roll their own cigarettes. There is a shop called “Up in Smoke” in Vero and another in Sebastian whose members must be 18 to use it. She pointed out two hookah bars she knows of that are currently in business. She asked everyone to report to her or Humberto if they hear of any additional RYO shops or hookah bars. We are tracking the number and their popularity.</p> <p>c) <b>Tobacco Free Businesses Appreciation Walk</b> An original activity to show appreciation for CVS has been modified to include any businesses that are tobacco free. SWAT and TFP members will meet on a Saturday morning in January and walk carrying posters across the Merrill Barber Bridge. A question was raised about conflicting with the MLK Parade on the 17<sup>th</sup>. A date will be determined by SWAT and TFP leadership and sent out to everyone.</p>	
<p><b>2. New Business</b></p>	<p>a) <b>Featured Speaker, Mr. Bob Herbst</b>                  Mr. Herbst, a cancer survivor with a laryngectomy spoke to the audience about his experiences with tobacco and his life since surgery in 1998. He was originally given only 2 months to live. His video featured a teen who found out through smoking that he had Buerger’s Syndrome, a disease that restricts blood vessels. His refusal to quit smoking resulted in the teen becoming a double amputee. He is now featured on national anti-smoking television ads. Mr. Herbst demonstrated how he is able to speak with and without technical assistance and talked about physical restrictions that prevent him from doing some of the things he loves best, like snorkeling. He no longer smokes, but believes nicotine is a stronger addiction than any other drug. He warned students to never use tobacco for that reason. Several students took the opportunity to look at his heart and lungs which are visible from the site of his stoma.</p>	
<p><b>3. Point of Sale Training</b></p>	<p>All TFP Members and SWAT leadership were provided the Point of Sale training document prior to the meeting. The training document provides a comparison of tobacco advertising from the 1950s - 1960s targeting adults and current ads that target youth. Several quotes from Tobacco Executives are used to highlight their strategy to lure youth into addiction; “today’s teenager is tomorrow’s potential regular customer” and “if you are really and truly not going to sell to children, you are going to be out of business in 30 years”. Photos are included of local convenience store tobacco point of sale advertising showing outdoor and indoor ads and displays. Tobacco is placed next to candy, ads provide discounts, and a cigarette ad shows young adults. Another training date will be scheduled for additional TFP and SWAT members.</p>	
<p><b>Adjournment</b></p> <p><b>Future Meetings</b></p>	<ul style="list-style-type: none"> <li>• The meeting adjourned at 3:05pm</li> <li>• The Tobacco Free Partnership meets the first Wednesday, <b>every even</b> month at 3:30pm.</li> <li>• <b>The next meeting is February 4, 2015.</b></li> </ul>	<p>NA</p>