



**Tobacco Free Partnership of  
Indian River County**  
[www.tfp-indianriver.org](http://www.tfp-indianriver.org)

**Partnership Meeting Minutes**

**Wednesday, June 19, 2013**

**3:30pm - 4:45pm**

**United Way Community Room, 1836 14th Avenue Vero Beach, FL 32960**

**Attendance, 9**

- American Cancer Society, *Theresa Woodson*
- Indian River County Health Department, *Tina Zayas*
- United Way of IRC, *Doris Butler*
- Treasure Coast Community Health, *Vicki Soule*
- Treasure Coast Community Health, *Angela Hanforc*
- Economic Opportunities Council, *Sheila McCarthy*
- Substance Awareness Center, *Mary Burkins*
- Quit Doc Tobacco Prevention Specialist, *Leslie Spurlock*
- Quit Doc Research & Education Foundation, *Valerie Graham*

Topic	Discussion	Action
<b>Welcome, Introductions, and Agenda Items</b>	Tobacco Prevention Specialist Leslie Spurlock welcomed members.	No changes were made to the agenda for today's meeting.
<b>Student Videos</b>	<ul style="list-style-type: none"> <li>• All three winners of Quit Doc's Treasure Coast Video Contest came from Indian River County! The 30 second anti-tobacco message videos were judged by the television crew from the Orlando Magic Basketball organization. First place was awarded to students from Storm Grove Middle School for "Stomp on the Butt". Second and third place went to students at Vero Beach High School for "Smoking and Pregnancy" and "The Ugly Truth". This fulfills the Partnership's request earlier in the school year for student made PSAs that can be played at the schools and school events.</li> </ul>	Partners watched all three video spots. Substance Awareness has established programs at the middle schools which may assist in getting the PSAs shown throughout next year.
<b>2013-14 Planning Session</b>	<p>Indian River students score higher rates of tobacco use than the state average. In keeping with an emphasis on positive social norms, the Partnership will focus on the number of kids who do NOT use tobacco rather than the percentage who do.</p> <ul style="list-style-type: none"> <li>• As a result of a recent Indian River Tobacco Free Partnership survey, Partners decided that, <i>how to increase the number of kids who do not use tobacco in Indian River County</i> is their most important</li> </ul>	<ul style="list-style-type: none"> <li>• Partners discussed barriers and felt these ideas are worth pursuing.</li> <li>• Partners will volunteer to work and report on these strategies.</li> </ul>

	<p>concern. At the meeting, Partners focused on brainstorming strategies to accomplish that goal. Partners put forth the following ideas:</p> <ol style="list-style-type: none"> <li>1. Involve school drama departments to create more videos and/or messages for peers.</li> <li>2. Use posters in schools with a positive social norm approach; i.e. 92.7% of middle school kids do not smoke.</li> <li>3. Do a survey specific to each high school that asks why smokers started to smoke; reward kids for taking it with a volunteer hour or other reward; use Survey Monkey as collection tool with reward stated.</li> <li>4. Request Principals play current student PSAs at middle and high schools.</li> <li>5. Find or develop cessation resources specifically for teens; Quit Doc is developing one, but it is at least a year away from being available.</li> <li>6. For students who use tobacco, promote social support sites like Quit Net.</li> <li>7. Include generic tobacco cessation tips in classes taught by Substance Awareness Center.</li> <li>8. Piggy back on Substance Awareness Center’s “Above the Influence” campaign already in the middle and high schools.</li> <li>9. Provide the Sheriff with a “buck sheet” on what happens to students who receive a citation.</li> <li>10. Educate parents and change the adult perception that smoking is less harmful than other drugs or alcohol.</li> <li>11. Get press on the increasing number of youth who do not use tobacco.</li> <li>12. Use pledge cards for students and suggest parents utilize incentives for every year the student doesn’t smoke.</li> <li>13. Ask teachers and coaches who work with specific groups of kids to give incentives to those who don’t use tobacco.</li> <li>14. Promote positive recognition to those students who don’t use tobacco throughout their school career; i.e. a set number of volunteer hours towards their graduation requirement.</li> <li>15. Promote the website dedicated to youth</li> </ol> <p>Partners will be asked to prioritize these ideas via email or a survey. Several subcommittees will be formed to pursue these strategies.</p>	
<p><b>Items from Floor</b></p>	<ul style="list-style-type: none"> <li>• Doris Butler asked if the Tobacco Free Partnership</li> </ul>	

	<p>would like to participate in the United Way’s Day of Caring on September 21<sup>st</sup>. She suggested the TFP work with Youth Guidance children. Several Partners and our SWAT kids could engage the kids in talking about being tobacco free, hold a contest, get kids talking in small groups, and have fun and food. Partners and other volunteers would be paired with a child for the morning. It could be held at United Way in the Community Room. Doris is in charge of organizing the Day of Caring for United Way.</p>	<ul style="list-style-type: none"> <li>Partners were gave positive feedback on participating in this United Way Community Event.</li> </ul>
<p><b>Future Meetings</b></p>	<ul style="list-style-type: none"> <li>As a result of the survey, the Tobacco Free Partnership will meet the first Wednesday, every other month at 3:30pm starting in August. The dates are August 7, October 2, December 4, February 5, April 2, and June 4.</li> </ul>	<ul style="list-style-type: none"> <li>NA</li> </ul>
<p><b>Adjournment</b></p>	<ul style="list-style-type: none"> <li>The meeting adjourned at 4:45pm</li> </ul>	<ul style="list-style-type: none"> <li>NA</li> </ul>