



**Tobacco Free Partnership of
Indian River County**
www.tfp-indianriver.org

Partnership Meeting Minutes

Wednesday, August 7, 2013

3:30pm – 5:00pm

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

Attendance, 9		
	<ul style="list-style-type: none"> Indian River SWAT Chapter, <i>Gia Prion, Oslo Middle School</i> Mid-Florida Credit Union, <i>Marc Camelleri</i> Florida Department of Health, <i>Tina Zayas</i> United Way of IRC, <i>Doris Butler</i> Treasure Coast Community Health, <i>Colette Heid</i> Substance Awareness Center, <i>Mary Burkins</i> Quit Doc Tobacco Prevention Specialist, <i>Leslie Spurlock</i> 	
Topic	Discussion	Action
Agenda Items	<ul style="list-style-type: none"> Prioritize strategies to increase the number of youth not using tobacco; who, when and how. SWAT club activities. Partnership Outlook for August-December Partners Network Opportunity 	No changes were made to the agenda for today's meeting.
Strategies to increase the number of youth not using tobacco.	<ul style="list-style-type: none"> Strategies were developed during the 2013-14 Planning Session at the last Partnership meeting 	Today Partners reviewed, revised or deleted strategies; adding who to contact, who will work on the strategy, and how to accomplish each of them.
2013-14 Planning Session Strategies	<ul style="list-style-type: none"> 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 concern. At the meeting, Partners focused on how to accomplish each of these goals and who needs to be involved. Partners put forth the following ideas: <ol style="list-style-type: none"> Involve school drama departments to create more videos and/or messages for peers. Use posters in schools with a positive social norm approach; i.e. 92.7% of middle school kids do not smoke. 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. Request Principals play current student PSAs at middle and high schools. 	<ol style="list-style-type: none"> Mr. Torrent at Oslo Middle has the Media Club. Involve HOSA Club at VBHS in messages. Look into drama club at VBHS. Use Poster contest winners; offer through Life Skills teachers from SAC with gift card, movie tickets as prizes. Action: Mary will speak with Life Skills teachers. Contact HOPE teachers at high school level. DELETE this strategy. Assist with FYTS (FL Youth Tobacco Survey) in spring 2014. Meet with Principals or designees at VBHS, Sebastian

	<ol style="list-style-type: none"> 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. 6. For students who use tobacco, promote social support sites like Quit Net. 7. Include generic tobacco cessation tips in classes taught by Substance Awareness Center. 8. Piggy back on Substance Awareness Center’s “Above the Influence” campaign already in the middle and high schools. 9. Provide the Sheriff with a “back sheet” on what happens to students who receive a citation. Tabled. 10. Educate parents and change the adult perception that smoking is less harmful than other drugs or alcohol. 11. Get press on the increasing number of youth who do not use tobacco. 12. Use pledge cards for students and suggest parents utilize incentives for every year the student doesn’t smoke. 13. Ask teachers and coaches who work with specific groups of kids to give incentives to those who don’t use tobacco. 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. 15. Promote the website dedicated to youth? Unsure of the website. No further information. This one deleted. 	<p>River HS and most middle schools.</p> <ol style="list-style-type: none"> 5. Mary Burkins will send cessation documents that will be put into a one page document to be distributed. Used by Life Skills teachers and others. 6. Same as #5. 7. Same as #5. 8. Mary Burkins and Leslie Spurlock will collaborate on school based events to include tobacco with alcohol prevention efforts. 9. Since this was suggested, an alternative to suspension program is being worked on. Tabled for now. 10. Develop message campaign to change the perception that tobacco is less harmful than other drugs. 11. Distribute positive press on increasing # of youth not using tobacco. 12. Develop pledge cards; not the social norm; put stats on back. 13. Delete this strategy. As per our youth representative, “I am not rewarded for those things I should be doing because they are the right thing to do.” 14. Positive recognition for those who volunteer in peer education, flash mobs, and making posters. 15. No further info on this strategy.
<p>Partnership Outlook for August-December</p>	<ul style="list-style-type: none"> • August 19 – Senior Resource Association Media Event • August 20 – City of Vero Beach Council reading of ordinance to ban flavored tobacco • September 3 – City of VB vote on ordinance • September 13, 14 & 28 – VB High School events • September 22-Health Fair Fellsmere • October 2 – Tobacco Free Partnership Meeting 	<ul style="list-style-type: none"> • Mark your calendars!

	<ul style="list-style-type: none"> • Workshop planned by Bureau of Tobacco Free Florida • Prepare for Great American Smoke Out. Choose an activity for your workplace! • November 21 – Great American Smoke Out AND Indian River Medical Center goes TOBACCO FREE! • December 4 - Tobacco Free Partnership Meeting 	
Partner Networking	<ul style="list-style-type: none"> • Partners joined to celebrate Doris Butler being tobacco free for 2 years! Balloons, brownies, a giant card and good wishes were shared with Doris. 	NA
Future Meetings	<ul style="list-style-type: none"> • The Tobacco Free Partnership meets the first Wednesday, every other month at 3:30pm. October 2, December 4, February 5, April 2, and June 4. 	NA
Adjournment	<ul style="list-style-type: none"> • The meeting adjourned at 4:55pm 	NA