



# QuitDoc Tobacco Free Partnership of Indian River County

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## Combined Partnership & SWAT Meeting Minutes

Wednesday, February 4, 2015

3:30pm – 4:35pm

United Way of IRC, 1836 14<sup>th</sup> Ave, Vero Beach, FL 32960

Topic	Discussion	Action
<b>Attendance</b>	<ul style="list-style-type: none"> <li>• Nancy C Johnson, Plan B Solutions</li> <li>• Theresa Woodson, American Cancer Society</li> <li>• Michelle Bollinger, Indian River Medical Center</li> <li>• Leslie Spurlock, Quit Doc</li> <li>• Christina DeFalco, Substance Awareness Center</li> </ul>	
<b>Agenda Items</b>	<ol style="list-style-type: none"> <li>1. Welcome &amp; Introductions</li> <li>2. New Business                             <ol style="list-style-type: none"> <li>a. SWAT Recruitment &amp; SWAT Chapter Update</li> <li>b. “Today’s Tobacco: It’s not Only Cigarettes” presentation and Indian River County Youth Tobacco Survey Data</li> </ol> </li> </ol>	
<b>Welcome</b>  <b>1. New Business</b>	<p><b>Introductions</b>                      Members introduced themselves. A Hometown News article about electronic cigarettes was brought in by Nancy Johnson. Dr. Hummel from the Tobacco Prevention Network of Florida was quoted in the article as saying, “The Food and Drug Administration and the State of Florida have been slow to react to the early warning signs that youth would be a target market for this new, unregulated industry.”</p> <p><b>SWAT Recruitment Activities and SWAT Chapter Update:</b></p> <ol style="list-style-type: none"> <li>a) SWAT Recruitment at Oslo Middle School and Vero Beach High School will take place during National Kick Butts Day activities. Kick Butts Day posters and recruitment posters will be displayed around their respective school campuses inviting students to join them in the fight against Big Tobacco marketing. SWAT at VBHS canceled their February speaker from IRSC about lung damage from smoking and rescheduled for March. Oslo Middle SWAT is scheduled to hear the same speaker.</li> <li>b) <b>Presentation.</b> Members were given a 21 question Guide for the presentation of “Today’s Tobacco: It’s not Only Cigarettes”. This was presented to clarify why tracking youth tobacco product use and working on point of sale policies is important to decreasing tobacco use and subsequent tobacco related deaths. The presentation provided Partners with information about nicotine addiction and its effects on youth into adulthood, tobacco product marketing tactics designed to lure youth experimentation, identifying unregulated tobacco products, increases in nicotine poisoning, Indian River School District policies for underage students in possession of tobacco products, law enforcement’s civil citation process and consequences for students not completing the school district approved tobacco program.</li> <li>c) <b>FYTS Indian River County DATA.</b> Data released this week from the FL Youth Tobacco Survey indicated decreases in youth cigarette and cigar use, some improvement in spit</li> </ol>	

	<p>tobacco use and two fold increases in electronic cigarette use among both middle and high school students. High school students decreased using “any form of tobacco on one or more of the past 30 days” from 24.3% (2012) to 17.7% (2014), a drop of 6.6 percentage points for a 37% decrease. Middle school students decreased using “any form of tobacco on one or more of the past 30 days” from 7.4% (2012) to 4.3% (2014), a drop of 3.1 percentage points for a 72% decrease! Congratulations were given all around to bringing youth tobacco prevention out to the community and schools. Christina DeFalco, from Substance Awareness Center was thanked for their part in bringing tobacco prevention skills to all middle school students during LifeSkills Training. This exemplifies how the Tobacco Free Partnership effects change when it expands its reach through the Partners.</p> <p>Electronic cigarette use by Florida middle school students increased from 1.8 (2013) to 4.0 (2014). Indian River middle school students’ use of electronic cigarettes is 2.4 and is less than the state rate of 4.0.</p> <p>Florida high school students electronic cigarette use increased from 5.4 (2013) to 10.8 (2014). Indian River high school students’ use of electronic cigarettes is 13.4 and is higher than the state rate of 10.8.</p> <p>When asked whether using electronic cigarettes or hookah is less harmful than smoking cigarettes, the majority of Indian River high school students said yes. The Indian River high school rate of 78.8 was worse than the state rate of 71.1. Middle school students were not nearly as sure. Indian River’s middle school rate of 53.7 was better than the state rate of 64.7. Clearly students are not waiting to make up their minds until science establishes the facts. Strong and unregulated marketing of electronic cigarettes has influenced student perceptions already.</p> <p>The Food &amp; Drug Administration, the State of Florida, and Tobacco Free Partners have a lot of work to do; marketing of products for profit is not based on scientific research.</p>
<p><b>Open to the Floor</b></p>	<p>Theresa Woodson, American Cancer Society shared the Summary of the Cancer Action Network’s 2015 Priority Requests for the State Legislative session that begins March 1<sup>st</sup>. One of five priorities is the annual request for “the continued appropriate implementation of Florida’s Tobacco Prevention Education program as outlined in the state constitution”. Thanks were given to supporting this Tobacco Free Partnership and programs in all counties across the State. In addition to this annual request, CAN is asking to increase Florida’s Tobacco Tax by \$1. Partners wanting to keep track of the progress of this and other CAN requests (Cervical Cancer Early Detection funding, Biomedical Research funding, establishing a State Palliative Care and Quality of Life Advisory Task Force) can do so by joining the Cancer Action Network for a nominal fee of \$10.</p> <p>Christina DeFalco spoke with Amy Young of the County Clerk’s Office to inquire whether any civil citations for underage tobacco possession have been issued by School Resource Officers. As of this date, no citations have been received by the Clerk’s office. Christina remarked that this could be good and reflecting decreases in tobacco activity. It might also mean that students are using electronic cigarettes which are harder to detect.</p>
<p><b>Adjournment</b></p>	<ul style="list-style-type: none"> <li>• The meeting adjourned at 4:40pm</li> </ul>

<b>Future Meetings</b>	<ul style="list-style-type: none"><li>• The Tobacco Free Partnership meets the first Wednesday, <b>every even</b> month at 3:30pm.</li><li>• <b>The next meeting is in April. Date and time to be determined by the TFP and SWAT Chapter.</b></li></ul>