

## **TFP Attendance-06/21/22**

### **IN PERSON**

Barry Hummel-QuitDoc Foundation

Amy Pont-Community Care Plan

Steve Einhorn-Epic Properties

Ed Smith-Concerned Citizen

John Michael Pierobon-Concerned Citizen

Latonya Delaughter, Florida Department of Health-Broward County

Roldyne Dolce-Florida Department of Health-Broward County

Ryan Clarke-Florida Department of Health-Broward County

Chris Ricci-ReMax Integrity Properties

### **VIA ZOOM**

Barbara Effman-Healthy Families, ACS, Broward Reg Health Planning Council

Candace Zamoski-Holy Cross Hospital

SSgt Pierce- Florida Army National Guard Drug Demand Reduction Outreach

Lisa Ferrari-Middlebrooks PA

Nicole Cohen-Broward Regional Health Planning Council

Tamara Niebloom- Florida Department of Health-Broward County

Michael Liquerman-Office of Congresswoman Debbie Wasserman-Schultz

Sheri Schour- Nova Southeastern University/AHEC

<b>Topic/Agenda Item</b>	<b>Discussion</b>	<b>Follow Up Required</b>
<b>I. Welcome &amp; Introductions</b>	Barry Hummel called the June 2022, meeting to order at 8:19 am. Followed by a welcoming of members. All were asked to submit their names in the chat to identify all attendees.	.
<b>II. Approval of Meeting Minutes</b>	Review of April and May 2022, minutes. One minor correction still needed for the April minutes and will be corrected.	Approved April with corrections. DOH abstained. Approved May with corrections. DOH abstained
<b>III. Committee Updates</b>	<b>Financial Report</b> -Spent entire budget with banners, signage in Fort Lauderdale \$970 balance that was used with an additional \$2400 from state's budget for TFP advertisement. Ad was included in today's packet. Both digital and print for 4 weeks in	1. Barry will finalize sizes and design for Play Tobacco Free banners to post at local school spot fields.

Caribbean News weekly. This was the last publication that we were able to get in during the current fiscal year.

**Guest Speaker**-Barbara introduced Congresswoman Sheila Cherfilus-McCormick, representing District 20, with her very impressive resume. She has a background in law and healthcare and a passion towards cancer prevention and is an advocate for tobacco control and anti-vaping. The Congresswoman discussed what Congress is doing towards banning menthol cigarettes. We know the cooling sensation makes it look like it is less harmful. In 20<sup>th</sup> District majority of menthol cigarette smokers are minorities, Looking at menthol cigarettes coming in from other countries to be sure those aren't allowed after a FDA ban. Discussed policies being introduced by Biden administration and looking for more legislation to reduce tobacco use by 50%. Also discussed vaping, it is more dangerous and targeting minors. Discussions are still taking place on legislation to limit vaping and make sure that no new products take their place as well. She thanked us for all the partnership does for tobacco use prevention. Barry asked if there was any opportunity for a member of her staff to attend our monthly meeting. She agreed with this. John Michael also shared with her what Mexico recently did as well as what other countries have done. She provided name of her Legislative Director and we can provide any research that we have.

**SWAT**- Finished last activity that they needed to do for World NO Tobacco Day. Participated in region 4 training last Saturday, 2 youth in attendance. Now they break for summer and will start recruiting in July. Goal is 23 clubs next year with public, charter, private schools, and Community Based Organizations. New SWAT coordinator was hired and will be at next meeting. Still in discussions about school district funding additional clubs.

**Beach Sweep**-Last Saturday was the beach sweep. Good event, but there were a lot of events in the city that day. 190 volunteers this time. Less than goal of 300. Again, we continue to notice less butts. Steve reviewed for new guests how the beach sweep works and its history.

2. Promote the Young Adult/Youth Essay contest widely, including SWAT youth.
3. Consider creation of a guest speaker sub-committee
4. Barbara to outreach legislators regarding August meeting and September Awards Breakfast.
5. Everyone should contact the Governor to encourage him to sign HB105.
6. Invite legislative director for Congresswoman Cherfilus-McCormick to future TFP meetings.
7. Add BRHPC to distribution list to share recruitment ads on their social media channels.
8. TFP members encouraged to participate in public comment on menthol and/or cigar ban.
9. Provide any board nominations to Steve Einhorn.
10. Strategic Planning meeting to be held on July 7 at 2P
11. Barry to re-engage AHA and ALA with the TFP.
- 12.

**Communications- Collateral Materials-**

We have a speaker for next month, the Truth Initiative will be speaking. It was suggested we invite Robin Bartleman to speak at August meeting. We also need a speaker for the September awards breakfast. Dan Daley was also suggested. Michael Liquerman suggested Lauren Book. The partnership agreed she would be a good suggestion for the September awards breakfast. Marie Woodson was another suggestion as she is a rising star in the House. She can be a back-up for Lauren Book. Barbara can work with these 3 names and see who is willing and how we can best schedule them. The possibility creating a guest speaker sub-committee was mentioned.

The next newsletter will be sent out at end of the month. It will include the Congresswoman Cherfilus-McCormicks' picture and discuss her attendance at today's meeting. This will be a feature article as well as the hopeful signing of HB105. Press release for Point of Sale could be included as well. We can also include artwork from ad and the banner design. Additionally, we can include that the Truth Initiative will be our next guest speaker. Barry shared the design for the banner going to the schools with the committee. Steve asked for one for beach sweep. These are indoor/outdoor banners. Latonya said we can provide one to Steve.

Barry shared the recruitment ads. Discussed whether we want to translate the ads into Spanish and Creole. Especially if we are reaching out in the Caribbean news. Also discussed costs and how to best utilize these. Nicole Cohen with BRHPC is willing to post on their social media channels. Shared the large number of individuals and organizations on their distribution list, there is no reason why we can't have recruitment ads on any organization's social media. Will add Nicole to our email distribution.

**Advocacy/Education/Coalition of Coalitions**

HB 105 to restore rights of local communities to ban tobacco in public parks and beaches Still not on Governor's desk. It should be there between now and 1<sup>st</sup> of July as that is

the start date. HB 620 was passed to thwart local control issues. That has not been sent to the Governor either. It is possible that both will be signed by July 1. John Michael called several legislators. Spoke to aid for Debbie Mayfield. He called Senate president and asked that the bill be signed or send to the Governor's office. The Governor could have signed on World No Tobacco Day for more impact. For World No Tobacco Day, Mexico banned the sale and marketing of tobacco, vape products, all electronic devices.

Discussed there are two separate comment periods for public comment on tobacco ban rule. One for menthol and one for all characterizing for flavors in cigars. There are far more comments on menthol than cigars. Barry can also send American Lung language and you can personalize this for public comment. By July we will know if that has been extended or not. Menthol seems to be more of a social justice issue.

Vape companies need to submit their products to FDA. FDA can review and approve or reject flavored products. Slowly eliminating flavors other than tobacco flavored. Still no decision on menthol. Discussed black market options. We will need to focus on "mom and pop" stores.

Need model language for city councils if HB105 passes. Without strong enforcement the bill has little impact. Any suggestions for model language are welcomed. Barry gave several suggestions. Model language is on many of their websites. Fort Lauderdale would be the first target.

#### **Tobacco Free Coalition of Coalitions**

Discussing next year's priorities. Pre-emption clause in Tobacco 21. The ban on state parks and beaches got dropped this year, so that may be another option. John Michael discussed what New Jersey did, which was to create a uniform bill. John Michael discussed what cities will do when HB 105 passes, but if different cities have different rules, how does an individual know? A statewide ban makes the most sense. Most of Florida's beaches are in state parks. Barry also discussed the taxes on cigarettes which has remained unchanged for 15 yrs. No tax on liquid nicotine or cigars.

	<p>That could be another issue that the Coalition could focus on. Could be revenue for state in a recession.</p> <p>Discussed the Blue Zone project, who attend the last Coalition call. Discussed 5 communities in world who have lived more than 100y. Tried to figure out why this was. 9 basic tenets. Naples is one community who has adopted these. Restaurants have blue zone options in menus that give healthy options. Tobacco could be a blue zone project and the voluntary removal of tobacco products from their patios. They may be interested in doing partnering with us on giving some sort of recognition to the restaurants who do this. Sunny Isles beach passed a resolution to encourage restaurants to ban smoking on their patios. Naples Blue Zone project could help with this.</p> <p><b>Point of Sale (POS)</b> Wrapping up the surveillance. 100/112 stores have been completed. Press release for internal review expected to be out by 30<sup>th</sup> of month. Last meeting was on June 7<sup>th</sup>, discussed the menthol ban and how big tobacco like Newport is providing false narrative that banning menthol is a social justice issue that this is negatively affecting the African American community. Discussed how penalties for personal use possession is stiffer than those for businesses.</p>	
<p><b>V. New Business</b></p>	<p>By-laws were amended two years ago to add vaping. Barry discussed the youth voting member, and that we should make this a priority. Barbara made a motion to approve the by-laws as currently written. Ed seconded. Department of Health abstained.</p> <p>Steve announced that we are trying to put together a slate. If anyone is interested in being a board officer, please let Steve know. It can be a nomination; we need to present slate in July and vote in August</p> <p>Reviewed Strategic Plan, skipped for past 2 years, but we have done pretty well. Barry would like to have a meeting in July to review the strategic plan. July 7 or 14 were suggested. July 7<sup>th</sup> at 2P was proposed. There is a copy of the plan on the website.</p>	

	<p>Discussed the awards breakfast, which would be Sept 15<sup>th</sup>. Discussed possible locations. Unfortunately, this year Holy Cross is not an option. What about Broward Health? Steve may have a contact. Suggested Kathy Salerno or Heather. Reminder we also need nominations for awards.</p> <p>Robert Hill from American Heart Association (AHA) also reached out and is interested in participating in Strategic Plan. Mike L shared an American Lung Association (ALA) contact with Barry. Goal to re-engage both ALA and AHA.</p> <p>Baptist Health was also suggested as they now have a new location in central Broward. Mike L will reach out to Baptist first.</p>	
<b>VI. Adjourn</b>	Meeting adjourned at 9:41 AM.	