

Name	Organization / Title
Dr. Barry Hummel, Jr.	QuitDoc Foundation (Chair)
Chris Ricci	RE/MAX Integrity (Vice Chair)
Diana Cabot	Broward County Public Schools (Secretary)
Harrison Joseph	Florida Department of Health (DOH) Broward
Gary Blemur	Florida Department of Health (DOH) Broward
Aruna Ragbir	Florida Department of Health (DOH) Broward
Brianna Holland	Florida Department of Health (DOH) Broward
Love Levy	Florida Department of Health (DOH) Broward
Claudia Fernandez	Florida Department of Health (DOH) Broward
Andy Cuddihy	Nova Southeastern University (NSU) AHEC
Bill Amodeo	All Star Media
Steve Einhorn	Commercial Real Estate
SSG Christopher Pierce	Florida National Guard Counter Drug Program
Michael Liquerman	Office of Rep. Debbie Wasserman Schultz (Outreach/Press)
Lisa Ferrari	Community Advocate

Meeting Summary

Thursday, February 19, 2026, 8:15 AM

Quick recap

The Tobacco Free Partnership of Broward County held their February meeting to discuss various tobacco control initiatives and updates. The group reviewed committee reports, including Beach Sweep clean-up efforts, SWAT student activities, and point-of-sale compliance work. Andy Cuddihy shared updates on tobacco cessation programs, particularly their work with behavioral health clients and cancer centers. The communications committee discussed newsletter distribution and website updates, while legislative updates focused on smoke-free parks in Miramar and Margate, as well as pending state legislation regarding vaping devices and heat-not-burn products. Barry Hummel reported on a productive conversation with the Miami Panthers regarding tobacco product sales at their stadium, where they agreed to implement proper signage but did not commit to removing Zyn products. The conversation ended with discussions about potential partnerships with the Panthers for SWAT student activities, though concerns were raised about the potential hypocrisy of hosting tobacco-related events at a sports venue because of the Zyn.

Next steps

- Steve Einhorn: Send the current/generic Beach Sweep flyer for distribution
- Dr. Hummel: Write up and email summary of recent point-of-sale legislative discussion/meeting for staff sharing
- Brianna Holland: Train SWAT students in speaking/advocacy skills on March 5th
- Gary Blemur: Conduct point-of-sale observation on March 28th

- Gary Blemur: Submit presentation to Monday.com and, once approved, set up meeting with Rotary Club(s) in March
- Dr. Hummel: Forward communication committee meeting information/link to Lisa Ferreri and Mike Liquerman.
- Gary Blemur: Provide list of SWAT advisor emails to Dr. Hummel for newsletter distribution
- Dr. Hummel: Include article on legislative updates and requested content from SWAT/other members for February newsletter
- Dr. Hummel: Follow up with Panthers COO to check for required signage at the Panther Stadium where Zyn pouches are being sold
- Dr. Hummel: Consider writing Op-ed about tobacco product sales at Panthers stadium if signage/compliance issues persist
- Diana Cabot: Coordinate with Cynthia Tapia as backup contact for school district collaboration
- Gary, Aruna and Diana: Work with teachers to determine best dates for Panther's event with SWAT students for next quarter
- Michael Liquerman: Forward Lisa Ferreri's information to appropriations contact and copy Lisa on communications
- Dr. Hummel: Invite Heal the Planet as guest speaker for an upcoming meeting
- Bill Amodeo: Share links to new anti-vaping/anti-smoking video ads with Dr. Hummel for possible inclusion in newsletter
- Gary: Share letters written by SWAT students to decision makers at next meeting
- Dr. Hummel: Discuss at next communication meeting the creation of a video for PTA/SAC meetings about SWAT/TFP
- Dr. Hummel: Have friend assist with website updates to enable new page additions (noted as pending technical support)
- Andy Cuddihy: Work with Broward County cancer centers to implement tobacco cessation referral processes before 2027 mandate
- Dr. Hummel: Nominate Ed Smith for United Way Broward behavioral health award (noted as already submitted, but may need annual follow-up)
- Gary Blemur: Plan and hold point of sale subcommittee meeting before work plan development (targeted for April/May)
- Dr. Hummel: Forward communication committee meeting information to Lisa Ferreri (repeated, but confirmed as action)
- Gary Blemur and Dr. Hummel: Work with district to explore including SWAT recruitment letter in new student/parent packets (requires DOH and Bureau approval)

Summary

Broward County Tobacco Partnership Meeting

The Tobacco Free Partnership of Broward County held their February meeting, with Dr. Barry Hummel serving as chair. The meeting began with introductions from everyone in attendance. The meeting officially started at 8:16 AM. Participants were reminded to speak towards the central microphone for better audio capture.

The January meeting minutes were approved by 1st Mike Liquerman and 2nd by Andy Cuddihy, noting a change in Diana Cabot, BCPS job title that may affect her participation. Steve Einhorn reported on the Beach Sweep event, which had 167 volunteers and 229 pounds of trash collected. The Department of Health discussed upcoming activities, including interviews with community leaders and the need for talking points. Gary Blemur provided updates on SWAT club activities, including upcoming meetings with zoning managers and the creation of letters to decision-makers.

The group also discussed the possibility of reaching out to parents of incoming 6th graders to promote the SWAT program.

Student Recruitment and Community Engagement

The group discussed strategies for reaching parents and students about their programs, including adding recruitment letters to school health packets and creating a video for PTA meetings. They agreed to pursue approval of a recruitment letter through the proper channels, targeting parents of existing students and those transitioning to middle school. The team also planned to participate in an upcoming Relay for Life event at Pines Charter, encouraging SWAT club members to attend.

SWAT Club Expansion and Advocacy

The meeting covered updates on various initiatives, including the Youth Advisory Board (YAB) state meeting scheduled for March 8th in Leesburg, where SWAT coordinators will attend. Gary and Aruna discussed the expansion of SWAT clubs, highlighting that Broward County has 39 clubs, with funding from the Bureau and DOH to support up to 50 clubs. The SMUH team is developing a press release for Southwest Ranches to continue momentum on tobacco-free public spaces and is reaching out to cities like Lauderhill and North Lauderdale about updating signage and policies. Additionally, efforts are underway to engage communities in Fort Lauderdale and Miramar about smoke-free policies, with a focus on using surveys to gauge resident support.

Senior Tobacco Prevention Education Initiative

The group discussed a senior-led initiative called "Seniors Working Against Tobacco," where volunteers would speak to students and community groups about the dangers of smoking and vaping. Dr. Hummel shared memories of past successful programs where cancer survivors with tracheostomies and other conditions spoke to students, noting these could be a parallel activity to their current work plan. The discussion included mention of new anti-vaping commercials from the American Lung Association and the need to update their prevention materials, as the current CDC tips campaign is primarily cessation focused.

Strategic Planning and Retail Updates

Dr. Hummel discussed embedding links in newsletters and mentioned using a coder for assistance. Gary Blemur provided updates on point-of-sale work, including an upcoming observation on March 28th and a training session for SWAT students on the 5th of March. Gary Blemur also mentioned reaching out to the Rotary Club at Weston and discussing a presentation that needs to be submitted and approved for use in March. He suggested planning a subcommittee meeting in May to discuss the strategic plan and work plan for Q4. Lastly, Gary Blemur explained the Counter Tools database, which tracks tobacco retailer density near schools, and its relevance to a moratorium on new vaping shops in Coral Springs.

Broward Tobacco Cessation Initiatives

The meeting covered several key topics related to tobacco cessation programs in Broward County. Andy Cuddihy discussed the high rate of tobacco use among individuals with behavioral health issues and outlined three cessation programs offered, including a specialized program for those with behavioral health or substance abuse issues. He also highlighted efforts to train staff at substance abuse and behavioral health programs and improve tobacco cessation referrals among physicians. The group discussed a new policy from the American Academy of Surgeons requiring mandatory tobacco cessation referrals for cancer patients by 2027, and plans were made to work with local

cancer centers to implement this process. Dr. Hummel mentioned he would start working on the February newsletter, which would include legislative updates and information about the cancer center initiative, and discussed expanding the newsletter's distribution to include SWAT advisors.

Communications Committee and Tobacco Initiatives

The meeting focused on communications committee updates, with Lisa Ferreri expressing interest in joining the committee, which meets on the first Tuesday of each month at 9 a.m. on Zoom. Dr. Hummel discussed technical issues with updating the website, explaining that a WordPress update has prevented him from making changes to pages, and he is awaiting help from a friend to resolve the problem. The group also discussed potential guest speakers for upcoming meetings and explored the possibility of securing appropriations funding for tobacco cessation programs and SWAT clubs. Bill Amodeo shared updates on a new tobacco awareness campaign featuring posters in laundromats and convenience stores, while Diana Cabot and others discussed the importance of addressing smoking cessation for pregnant women and postpartum individuals.

Smoke-Free Parks Legislative Updates

The meeting focused on legislative updates regarding smoke-free parks, with only two communities, Miramar and Margate, still allowing smoking in parks. Coral Springs is considering zoning changes for vaping shops, which could serve as a model for other cities. At the federal level, concerns were raised about the underfunding of the FDA's Center for Tobacco Products. The group discussed three tobacco-related bills in Florida, none of which are likely to pass this session. Dr. Hummel shared a conversation with the Panthers' Chief Operations Officer about selling Zyn pouches at their stadium, highlighting concerns about normalizing tobacco use for children. The conversation ended with Diana announcing her transition back to a school role but assuring the group of her continued involvement and support.

Meeting Adjourned 9:47 AM

Next Meeting: Thursday, March 19, 2026, 8:15 AM