

Name	Organization / Title
Dr. Barry Hummel, Jr.	QuitDoc Foundation (Chair)
Gary Blemur	Florida Department of Health (DOH) Broward
Brianna Holland	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
SSG Christopher Pierce	Florida National Guard Counter Drug Program
Michael Liquerman	Office of Rep. Debbie Wasserman Schultz (Outreach/Press)
Jennifer Folkenroth	America Lung Association
SPC Latoya Samuels	Florida National Guard Counter Drug Program
Aruna Ragbir	DOH
Harrison Joseph	DOH
Chris Ricci	ReMax
Jenna Stein	United Way Broward
Diana Cabot	Broward County School District
Lisa Ferreri	Concerned Citizen
Barbara Effman	Concerned Citizen

Tobacco Free Partnership of Broward County Meeting

Thursday, April 16, 2026, 8:15 AM

Quick recap

The Tobacco Free Partnership of Broward County held their April 16, 2026, meeting to discuss various tobacco prevention initiatives and updates. The group explored hosting a documentary film called "The Cigarette Surfboard" about marine environmental protection, with potential venues including Nova Southeastern University and discussions about cost and logistics. The Department of Health reported on SWAT club activities, including community events and partnerships with zoning officials in Coral Springs. Andrew Cuddihy provided updates on campus initiatives including a "Vapes on Campus" case competition and efforts to help hospitals meet new American College of Surgeons standards for tobacco cessation services. The meeting also covered upcoming advocacy opportunities regarding NASCAR and Formula 1 racing events displaying tobacco advertising. TFP plans for an awards breakfast in September, and the formation of a new statewide tobacco prevention coalition that Dr. Hummel will chair.

Next steps

Dr. Hummel: Research cost and details for screening "The Cigarette Surfboard" documentary; explore potential venues (e.g., NSU, museums, libraries) and partnerships; report back to group.

Dr. Hummel and Bill Amodeo: Explore updating school banners to include vaping messaging; prepare draft for possible purchases if budget allows; coordinate with Gary for new/updated banners for additional SWAT Clubs.

Aruna Ragbir and Gary Blemur: Send photos and summary paragraphs about recent SWAT events (including Take Down Tobacco Day and zoning manager meeting) to Dr. Hummel for newsletter.

Aruna Ragbir and Gary Blemur: Encourage students from Coral Glades and other schools to write paragraphs about their Tobacco Day and zoning manager experiences for the TFP newsletter.

Dr. Hummel: Update the partnership webpage/calendar to remove old meetings and add July–September meetings.

Claudia Fernandez: Send out nomination forms and links to past winners for the September award breakfast; remind members to submit nominations by June meeting.

Dr. Hummel: Reach out to Broward Health to secure date for September awards breakfast.

Dr. Hummel: Draft and circulate Op-Ed about tobacco advertising/signage at Panthers arena to Michael for review before submitting to Sun Sentinel.

Dr. Hummel: Work with Lisa Ferreri and Chris Ricci to coordinate hosting/recording of June meeting due to Dr. Hummel's unavailability.

Lisa Ferreri: Continue follow-up on recruitment letters for BCPSC students/parents; coordinate with Diana Cabot once letters are approved.

Love Ondusko-Levy: Find out remaining 2026 budget for partnership promotion and inform groups for possible last-minute purchases (e.g., banners).

Andrew Cuddihy: Share information about the "Vapes on Campus" case competition winners/ideas at a future meeting.

Andrew Cuddihy: Meet with William Fredericks regarding collaboration on cancer control and tobacco cessation initiatives.

Bill Amodeo: Send email with pump topper/group quit ad example to Andrew Cuddihy for review and possible use at NSU.

Aruna Ragbir and Gary Blemur: Continue outreach to new schools (e.g., Marjorie Stoneman Douglas, Sunrise Middle, Fort Lauderdale High) to prepare them for SWAT club launch in August 2026.

Harrison Joseph: Shift focus to supporting cities with existing tobacco-free ordinances and explore engagement strategies for those cities.

Dr. Hummel: Begin planning for nominations and awards process for September breakfast, including sending out nomination forms and categories to all members.

Dr. Hummel: Put Homestead NASCAR and Miami F1 races on partnership calendar; encourage group to consider advocacy actions (e.g., Op-Eds) around these events.

Dr. Hummel: Invite Nicole Sutton (or student winners) to present at the NSU "Vapes on Campus" case competition at a future meeting and/or Awards Breakfast.

Dr. Hummel: Coordinate with Diana Cabot to distribute approved recruitment letters through the school district office at start of next school year.

Summary

Tobacco Prevention Messaging Discussion

The meeting began with introductions and updates, including Diana Cabot sharing that her position is secure for next year despite budget cuts affecting her department, Jennifer Folkenroth from the American Lung Association, and Specialist Samuels from the Florida National Guard's Counter Drug Program. The group approved the March meeting minutes with corrections.. The group discussed technical challenges around meeting recordings due to time zone differences and health department requirements, with plans to arrange for someone else to host future meetings when needed. The meeting transitioned to a discussion about tobacco prevention messaging, where Bill Amodeo shared examples of effective graphics and mentioned a new AI tool that can quickly create content, including a mockup for Palm Beach County stigma messaging. The conversation ended with introductions of all attendees, including representatives from the Department of Health and All Star Media.

Cigarette Surfboard Documentary Recruitment Plan

The main discussion centered around a potential recruitment activity involving a documentary film called "The Cigarette Surfboard," which features a surfboard made from recycled cigarette butts. The film could be used as a recruitment tool for community engagement and environmental awareness, potentially screening it at locations like Holy Cross or Broward Health, with the possibility of media coverage through Local 10 News.

The team discussed plans to screen a 90-minute documentary about ocean protection, with Dr. Hummel taking the lead on researching costs and exploring potential venues. Michael Liquerman suggested Nova Southeastern University as a screening location, while Barbara Effman proposed showing it to high school volunteers. The group discussed potential collaborations with schools and NOAA, and SSG suggested exploring connection with the Frost Museum of Science. The team agreed to investigate pricing options and explore partnerships to cover costs.

Tobacco-Free Initiatives and SWAT Updates

The group discussed the effectiveness of Beach Sweep initiatives in promoting tobacco-free ordinances, particularly in Fort Lauderdale. They explored updating existing school banners to include information about vaping, as the current banners only reference smoking. The Department

of Health reported they are starting work plan training for 2026-27 and are waiting to confirm budget availability for partnership activities before the end of June. The discussion also covered the expansion of SWAT clubs to 37 schools and plans for a community event in May focusing on sea turtle rescue and cigarette litter.

DOH provided updates on various SWAT activities, including new school partnerships with Marjorie Stoneman Douglas and efforts to prepare schools for the upcoming August term. They discussed a successful game day event at Tiger Tail Recreational Park and an upcoming quarter event on May 9th with Coral Springs Mayor Scott Brooks. The team also reflected on a productive meeting with Coral Springs zoning manager Elizabeth Chang, the zoning manager, who provided insights into ordinances and implementation processes, and suggested exploring similar meetings with zoning managers in other cities. Gary Blemur mentioned that point-of-sale activities for the current quarter would focus on photo voice, training, and mobile shops, with plans for next year's project still under development.

Tobacco-Free Public Spaces Strategy

The team discussed ongoing efforts regarding tobacco-free public spaces, noting that 31 municipalities have ordinances in place, with only 3 lacking implementations. Following Margate's recent vote against a smoke-free ordinance, the group decided to shift focus toward supporting cities with existing ordinances and planned to draft a letter to Margate commissioners to potentially revisit the issue after the dust settles.

Campus Health Initiatives Update

Andrew Cuddihy provided updates on several ongoing initiatives. He reported that the "Vapes on Campus" case competition had progressed to the final interview stage with five teams. Andrew mentioned their work with cancer centers to help meet new American College of Surgeons standards regarding tobacco cessation services for cancer patients. Andrew also discussed their participation in the South Florida Cancer Control Collaborative meetings and plans to attend a respiratory conference at Memorial Healthcare on April 28th where they will be tabling.

Newsletter and Initiatives Planning

Dr. Hummel discussed plans for the April newsletter, which will focus on SWAT-related stories and highlight recent achievements. He mentioned working on updating the website's WordPress format and calendar, with help from a friend doing it pro bono. Dr. Hummel also proposed inviting Nicole Sutton from NSU to present at upcoming meetings about the college campus initiative and discussed recruitment letters being developed to engage families and parents in PTA and SACs. Bill shared information about a successful pump topper project from another county that could potentially be incorporated into their work plan, noting it had already received approval from the Bureau of Tobacco.

Quit Smoking Program Marketing Updates

Bill Amodeo reported that marketing materials for a quit smoking program have been approved and discussed potential window graphics at 15 locations. Andrew Cuddihy inquired about the details of the marketing piece, which includes information about gift cards and an 800 number for registration.

but does not contain a QR code due to certain stipulations. Bill Amodeo explained the value of gas pump toppers as advertising space and shared experiences with previous similar campaigns.

Tobacco-Free Awards and Advocacy

The conversation concluded with a reminder about the upcoming awards breakfast in September, emphasizing the need to identify and nominate winners by July, with nomination forms to be distributed soon.

The discussion focused on nominations for tobacco-free awards and advocacy efforts. Dr. Hummel explained the nomination process for various categories including government, private sector, specific initiatives, and SWAT Clubs, and agreed to share links to past winners from the last three years. The group discussed plans for an awards breakfast in September at Broward Health, and Dr. Hummel raised concerns about tobacco advertising returning at NASCAR and Formula 1 racing events, encouraging attendees to consider ways to publicly address this issue, particularly around the upcoming Homestead NASCAR race in May.

Tobacco Placement and Legislation Updates

Dr. Hummel reported on issues with tobacco product placement at Panthers games, noting that containers have been rotated to face away from customers, making products harder to see. He plans to write an op-ed for the Sun Sentinel about the situation and will share it with Michael Liquerman for review before submission. Dr. Hummel also updated the group on federal and state tobacco legislation, including the formation of a new Harm Reduction Caucus in Congress and the development of a statewide tobacco prevention coalition, for which he will serve as chair. The next coalition meeting is scheduled for May 21st, with plans to be adjusted for Dr. Hummel's upcoming absence in June.

Next Meeting: May 21, 2026 at 8:15 AM

Meeting Adjourned at 9:35 AM