

# Tobacco Free Partnership of Broward County Meeting

Thursday, July 16, 2026, 8:15 AM

## Meeting summary

### Quick recap

The July meeting of the Tobacco Free Partnership of Broward County focused on planning the September awards breakfast, reviewing the budget and work plan for the new fiscal year, and sharing updates from various committees and partners. Dr. Barry Hummel led the discussion on the awards event, including the need for more award nominations and the possibility of inviting a keynote speaker from an FIU youth vaping project. The Department of Health staff explained new budget constraints, the cap on SWAT clubs, and the increased state-level pre-approval requirements for TFP communications and activities, which prompted significant concerns from Dr. Hummel and others about loss of independence and effectiveness. Committee updates included a report from Steve Einhorn on the latest Fort Lauderdale Beach Sweep, updates on school-based and point-of-sale initiatives, efforts to advance tobacco-free policies in local parks and through zoning, and work with healthcare systems on tobacco cessation referrals. Dr. Hummel also provided context on the history of the TFP and the Clean Indoor Air Act, discussed the formation of a new statewide Florida Tobacco Prevention Coalition, and shared federal updates on FDA, CDC, and legislative challenges related to tobacco and nicotine products. The meeting closed with brief logistical notes and reminders about award nominations.

### Next steps

#### Harrison

- [Email Tobacco about connecting with run clubs for tobacco-free public spaces initiatives.](#)

#### Marcia

- [Oversee the submission of TFP activities \(e.g., newsletter, recruitment materials\) to the Bureau of Tobacco Free Florida for pre-approval within the 17-day timeline.](#)
- [Advertise the internal position for the SWAT program staff.](#)

#### Michael

- [Add Josh Joffe to the meeting call list and invite him to future meetings.](#)

### Communications Committee

- [Convert the Washington Post article into a PDF and send it to the group for sharing.](#)
- [Coordinate with Claudia to compile the award nominations and send out the ballot for voting.](#)
- [Send an invitation to Dr. Elisa Trucco \(FIU\) to be the keynote speaker at the September 17th awards breakfast.](#)
- [Reach out to Lauren at Broward Health to coordinate the award presentation and invite a representative \(e.g., CEO or Manny Linares\) to accept the award.](#)
- [Work with Lauren to ensure the step-and-repeat banner is set up at the awards breakfast.](#)
- [Prepare and send a written communication \(newsletter or letter\) to the Broward County Commissioners, to be pre-approved by the Bureau of Tobacco Free Florida.](#)
- [Touch base with Marcia to get specific goals for the TFP to include in the communication to the Commissioners.](#)
- [Reach out to Michael to discuss federal tobacco prevention issues and potential collaboration.](#)
- [Update the TFP banner with new language \(e.g., nicotine-free or vaping-free\) and coordinate with Bill for production.](#)
- [Follow up with interested parties \(e.g., Lisa, AHEC\) about participating in the Florida Tobacco Prevention Coalition subcommittees.](#)

### **Steve Einhorn**

- [Send Lisa the contact information for the CEO of Broward Health \(downtown\).](#)

### **Collaboration**

- [All attendees: Submit award nominations to Claudia for the September 17th awards breakfast.](#)

### **Summary**

### **Meeting Minutes**

The meeting minutes from the June meeting were approved unanimously.

### **Awards Breakfast Planning Meeting**

The meeting focused on planning for the upcoming awards breakfast scheduled for September 17th at Broward Health from 8-10 AM. Dr. Barry Hummel announced that due to low nominee numbers, the group needs to submit additional nominations across various categories by Monday at the latest to ensure sufficient candidates for voting. The discussion included reviewing previously distributed nomination forms, with Lisa confirming she had already submitted hers, and the group worked to clarify details about a student vaping initiative project.

### **Fort Lauderdale Beach Initiative Planning**

The team decided to create a special recognition category for Broward Health, and plan to invite Elisa Trucco from FIU to be the keynote speaker for a youth vaping study presentation.

### **Fort Lauderdale Beach Sweep**

Steve reported on the recent July beach sweep event which had 116 volunteers and collected 298 pounds of trash, with participation from various groups including Cool Church and Ability in Action.

### **Tobacco Free Partnership History Update**

The meeting participants discussed the history of the Tobacco Free Partnership, with Andy Cuddihy sharing details about how the organization evolved from the original Smoke-Free Partnership in the 1990s to the current county-level partnerships mandated by tobacco industry settlements. A health department representative provided budget updates, announcing that TFP will receive \$3,000 in support for the year and that 35 SWAT clubs will be funded, though general revenue will not cover additional salaries. The representative also outlined new requirements for work plan submissions, including a 17-day approval process by the Bureau of Tobacco-Free Florida, which raised concerns about the independence of the partnership and the potential financial consequences for late approvals.

### **Tobacco Newsletter Approval Requirements**

The group discussed requirements for a newsletter and other communications that must be approved by the Bureau of Tobacco Free Florida before distribution to county commissioners. Tobacco explained that while the newsletter was initially optional, it is now mandatory due to being included in the work plan, and all content must be pre-approved to ensure consistency across the 67 counties. The discussion revealed concerns about the approval process potentially limiting the Partnership's ability to serve as an independent

voice for the Department of Health, as required content may need to be watered down or removed entirely to meet bureaucratic requirements.

### **Newsletter Communication and Bureaucratic Constraints**

The group discussed communication requirements for a newsletter, with DOH staff explaining that content sent to commissioners must be pre-approved while regular newsletters can go to a compiled mailing list. Michael suggested sending two versions - one to the mailing list and one to commissioners - with Dr. Hummel agreeing this approach would work. The discussion highlighted increasing bureaucratic constraints on the program, with Dr. Hummel explaining that legislative scrutiny has made it harder to spend funds effectively and implement local initiatives. The conversation ended with updates on SWAT and point-of-sale initiatives, noting that the SWAT position would be advertised internally and that issue-specific training with SWAT clubs was planned for the quarter.

### **Tobacco Prevention Initiatives Updates**

The meeting covered updates on tobacco prevention initiatives, including efforts to reapprove past presentations and select community outreach organizations. Key discussions included challenges with the Broward School District's prevention department due to funding cuts, potential collaboration opportunities with the DOH School Health Program, and updates on AHEC's student organization and healthcare partnerships. The group also discussed federal tobacco control challenges, including changes at the FDA and CDC, and plans for a new statewide tobacco prevention coalition with subcommittees focused on cessation, prevention, and communications.