



Minutes

1/23/20

“The Tobacco Free Collier Partnership works to develop and promote policies which reduce the use and effects of tobacco in Collier County”

Welcome/Introductions

Review Previous Minutes – approved

Partnership Update & Action Items

Local Tobacco Prevention Updates

- **Smoke Free Multiunit Housing (SFMUH) Policy Guidance**
C. Labra gave a quick update on SFMUH. He shared with members that The Glades Community is being surveyed. Members were informed that Tobacco Free Collier created and distributed the survey that is being utilized by this community. The Glades Community is also looking to be Blue Zone certified. C. Labra will look to incorporate The Blue Zones Project in this initiative.
- **Tobacco Free Worksites**
C. Labra informed the partnership that in the last year (2019), five worksites have adopted tobacco free grounds policies.
- **Ave Maria Tobacco Free Campus Initiative**
C. Labra updated the partnership on Ave Maria School of Law’s decision to implement a 3-year plan to go tobacco free. The members were also informed that Tobacco Free Collier and an AHEC representative will be tabling at the university to garner support from faculty and students.
- **AVC Key Informant Interviews**
C. Labra provided updates for AVC interviews. C. Labra mentioned to members that Tobacco Free Collier wrapped up 2019 having audited 45 out of a minimum of 40 required stores in Collier County. The Point of Sale (POS) Task Force assisted in the auditing of the tobacco retailers. C. Vargas, who is also part of the POS Task Force, shared that while doing her AVCs she noticed that the marketing targeted youth. C. Labra and C. Vargas both shared that they noticed that low income areas were marketed differently from high income areas. For example, retailers in Immokalee City had more advertising and marketing, especially outside of the stores, than retailers in Marco Island.

Legislative Update

- **Tobacco21-** A. Beauchamps provided updates on the Food and Drug Administration (FDA) and Tobacco 21. She informed the partners that at the end of 2019 the senate voted on a 1.4 trillion-dollar package on the Family Smoking Prevention and Tobacco Control Act to prohibit sales of tobacco to anyone under the age of 21. This law is applicable to all U.S. states and territories.
- **FDA Updates-** The Food and Drug Administration (FDA) will be the main enforcer of the new law. The partners were informed that the FDA must issue tobacco regulation updates within 100 days of the law change. FDA regulation changes will go into full effect 90 days after the regulation changes have been published. These changes can take up to 270 days before the FDA enforces them.



A. Beauchamps also updated the partnership on an enforcement policy on unauthorized cartridge base cigarettes that appeal to children, such as fruit and mint. The FDA made an announcement on January 2nd, 2020 that companies must cease manufacture, distribution and sale of unauthorized cartridge base products other than tobacco and menthol. This is not a ban, but the FDA will revoke permission to sell these products without prior review or approval.

Students Working Against Tobacco - <http://www.swatflorida.com/>

- A. Beauchamps provided updates for Students Working Against Tobacco (SWAT). Partners were informed that the Collier County SWAT Chapter has two school-based clubs, a middle school and a high school club. A. Beauchamps informed the partnership of the upcoming events that SWAT will be having. In observance of Threw with Chew Week, SWAT will host a canal clean up on February 22nd. In observance of Kick Butts Day, SWAT will have a beach cleanup on March 21st. The partnership also discussed potentially holding future partnership meetings at one of the schools, so SWAT youth are able to attend these meetings.

Other Business

- J. Gomez introduced C. Labra as the new Tobacco Prevention Program Manager. Both J. Gomez and C. Labra informed the partnership of open positions within the Tobacco Prevention Program.

Next Partnership Meeting: March 17, 2020 at 2:30 pm at Golden Gate High School
County Partnership Website - <http://www.tobaccofreeflorida.com/county/collier/>

Upcoming Dates:

- Ongoing AVC Key Informant Interviews - January through June
- Quit Smoking Now cessation classes (once a week for 6 sessions) open to the public
 - <http://www.ahectobacco.com/calendar-2/> . For more information or to register call the Everglades Area Health Education Center (EAHEC) at 877-819-2357 or email info@ahec.org
- Through with Chew Week – February 17th-22nd 2020
- March 19, 2020- Kick Butts Day 2020