

Tobacco Free Collier Partnership Meeting Minutes

Date	March 11 th 2021
Time	2:30pm – 3:30pm
Previous Meeting Minutes	APPROVED
Topic	
Tobacco Prevention Gant	<ul style="list-style-type: none"> - C. Labra informed the partnership that Tobacco Free Collier has been awarded the Tobacco Prevention Grant, and additionally has taken on the additional funds project. A brief overview of the new grant policy initiatives was presented to the partnership. Some members volunteered to be an active part of the work plan development process for the new fiscal year.
ALA’s State of Tobacco control in Florida Report	<ul style="list-style-type: none"> - A. Beauchamps shared with the partnership the “The State of Tobacco Control” in Florida from the American Lung Association. - Florida was given a “B” grade and the partnership was informed that the new increasingly popular disposable electronic cigarettes are not covered under the FDAs electronic cigarette policy and there are currently no federal restrictions on flavored cigar products. - The report also included some statistics on Tobacco Free Florida’s Tobacco Prevention Programs efforts drastically reducing adult and youth smoking rates in Florida.
POS Media Ad	<ul style="list-style-type: none"> - The Point of Sale and TRL advertisement campaign started March 11th and will be ran for 3 consecutive weeks with 2 different media creatives being used. The partnership viewed the advertisement in the Naples Florida Weekly Magazine.
Collier County SWAT Chapter	<ul style="list-style-type: none"> - SWAT updates were given to the partners and they were informed about the upcoming SWAT statewide training. - The Collier County SWAT Chapter organized a cleanup for National Tobacco Day of Action and opened the invitation to the community. Partners were encouraged to share the information with their organization to get youth and the community involved.
Partnership Discussion	The second half of the meeting included updates from partners on their organizations and offering/asking for support in areas that partnership support could help. The partnership also discussed policy areas that need additional support and strengthening.
Next Partnership Meeting	June 24 th , 2021



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