



Minutes

6.10.15

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

Welcome/Introductions

Partnership Update & Action Items

Fiscal Year 2014-2015 Highlights

Chairperson, Michael DePante, delivered a presentation highlighting some of the key partnership and SWAT events from the 2014-2015 Fiscal Year. Highlights included the first annual Tobacco-Free Art Contest for Collier County youth, SWAT’s recognition of the CVS decision to cease tobacco sales on the Great American Smoke-Out, a successful survey conducted to gauge opinions of local renters on smoke-free housing, and ongoing surveillance efforts to document local smoke-free housing opportunities in Collier County, among others.

POS Pilot Project

Collier County was one of six counties selected to participate in a pilot project to conduct surveys on licensed tobacco retailers. The surveys focus on the availability, advertising, product placement, and price promotions of tobacco and food products. Two of the surveyors who collected data for the POS Pilot project gave a presentation to recap their data collection effort and share some of their key findings with partnership members.

- Data Collection Recap and Preliminary Findings

Findings shared at this meeting were limited to an overall look at the full data set of stores surveyed throughout Collier County. In all, surveyors collected data from 215 local tobacco retail locations, excluding approximately 166 licensed organizations that do not sell tobacco in a traditional capacity (restaurants, golf clubs, etc.). A preliminary examination of the survey results seem to suggest low compliance with state laws regarding age-of-sale signs, instead favoring the Philip Morris-sponsored We Card signs; higher instances of e-cigarette advertisements within 3’ of the ground and within 12’’ of candy or toys. Further data analysis will examine the availability, placement, price promotions, and advertising trends of all tobacco products and food products identified throughout data collection efforts as they pertain to various population groups; such as low/high income, youth, % Black, and % Hispanic population groups.

Smoke-Free Renters’ Survey

Collier County Tobacco Prevention Staff collaborated with tobacco prevention programs in Charlotte, Lee, Sarasota and Manatee Counties to facilitate a survey which would document local renter preferences regarding smoke-free living options. The survey was primarily promoted online via ForRent.com and ApartmentFinder.com.

- Final report and findings

Notable survey results included a high preference for smoke-free living options among survey participants (87%).

- Discussion: Next steps

Tobacco prevention staff will draft a press release to include the findings from this housing survey in order to share results with local multi-unit housing property management groups.



<p><u>Upcoming Partnership Elections</u> The partnership is actively recruiting members for leadership positions in the next Fiscal Year. Michael DePante will be committing time over the next few weeks to work on increasing membership and identifying potential nominees for upcoming leadership elections. Michael asked for input and assistance in identifying future partnership members. Names and contact information can be forward to him or to the staff.</p>
<p><u>Blue Zones Workshop Discussion</u> Stacy Revay gave a brief explanation of how tobacco policy fits into the overall Blue Zone Community policy pledge and certification process. The short and long policy goals chosen by the Blue Zone project from the May policy workshop were briefly reviewed. Several of those goals align with the current policy activities of the Tobacco Free Collier. The Blue Zone project is awaiting a final report from the workshop facilitator. Partnership members who attended the May workshop also voiced several concerns from the meeting. They felt that worksite policy being addressed should encourage provision of the full range of cessation services for current smokers. Programs should provide support and incentives for quitting rather than punishment for being a smoker. They also feel there is a need to bring the wider medical community, including the Collier County Medical Society, into the project. Despite longstanding cessation opportunities in the community, members felt that there is a lack of critical support and referrals by the entire medical community. They also identified the need for increased communication with the wider community about available resources.</p>
<p><u>Legislative Updates and Implications</u> Neither of the bills which would have impacted tobacco prevention efforts in Florida survived the committee review process.</p> <ul style="list-style-type: none"> • SB548/HB671 – Use of Tobacco Products in Motor Vehicles: Died in Committee • SB978/HB1067 – Tort Liability Amendment: Died in Committee
<p>SWAT - www.swatflorida.com</p>
<p><u>Lessons from the SWAT training in May</u> – tabled</p>
<p><u>Changes to SWAT Advisor contracts</u> – tabled</p>
<p>Other Business</p>
<p>County Partnership Website - http://www.tobaccofreeflorida.com/county/collier/</p>

Next Partnership Meeting: July 22, 2015 at 4:00 pm

Upcoming Dates:

- July 1, Beginning of new grant cycle
- Quit Smoking Now cessation classes (once a week for 6 sessions) open to the public
 - Mondays, June 8 thru July13, 4:30 pm, DOH-Collier
 - Tuesdays, June 2 thru July 7, 5:30 pm, DOH-Collier
 - Wednesdays, June 17 thru July 22, 5:30 pm, DOH-Collier
 - Mondays, June 22 thru July 27, 6:00 pm, DOH- Immokalee
 For more information or to register call the Everglades Area Health Education Center (EAHEC) at 877-819-2357 or email info@ahec.org
- This summer’s hashtag is #SmokeFreeSummer #CollierCountySWAT. Whenever students make a post, add a picture, or a video of a tobacco or SWAT related issue





remind them to use these hashtags so that Collier County can be recognized as the “Most Engaged County” when school starts back up!

In the News

- Institute of Medicine Report recommends raising the minimum age for purchasing tobacco products to 21