



Minutes 7.22.15

“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

Partnership Chair, Michael Depante reviewed the purpose of the partnership and the role of the tobacco staff members and other partners as we start a new grant year and funding cycle. The Partnership’s purpose is to implement tobacco prevention strategies and conduct activities leading to policy changes. Volunteering with the partnership involves targeted activities which are intended to lead to policy action. Examples & opportunities shared included; recruitment of new members, support & involvement with upcoming community-wide SWAT activities, involvement in policy promotion and outreach and networking on behalf of the Partnership at other events and with other community initiatives such as the Blue Zone Project (BZP).

Robert and Melissa reviewed the New Directions for 2015-2016. These new work plan goals include a stronger focus on retail advertising at the point-of-sale and strategy involving local colleges and universities.

- Point-of Sale

The partnership formed a subcommittee to address retail advertising at the point-of-sale. The subcommittee will be working with the findings of a recent data collection effort, disseminating the information throughout the county to determine support for policies which might address this issue, determining goals for policy advocacy and working towards policy progress.

Action: Wed. August 19th at 4:00 pm in Rm 206 was set for the first subcommittee meeting. Jim Z and Eliseo expressed interested in working on the subcommittee.

Tom Felke, professor with FGCU, provided a description of the data analysis that they have just begun, using the survey data collected last year.

- Colleges and Universities

The partnership discussed opportunities to provide support to local colleges and universities in implementing a tobacco free campus. Hodges University will be to focus of our 2015-2016 efforts. Robert has made contact with the Hodges administration.

Action: Eliseo reported that another member of the Hodges staff had reached out to the AHEC office. He will forward the contact information so that AHEC and Tobacco staff has a coordinated approach to the administration.

Members also discussed current efforts at FGCU and opportunities to support the efforts on that campus.

- SF Multi-Unit Housing

Partnership staff will be focusing on reaching out to property management companies, while continuing to work directly with individual onsite managers.



Action: Partnership members who have any contacts with local property management organizations or HOA/COAs, based on where they live or who they know were asked to reach out to help us build relationships.

The recent Blue Zones article in the Naples Daily News about the local survey results was shared.

- Worksites

As we continue to reach out to new worksites we are also looking for new opportunities to reach benefits consultants and risk managers. We need to conduct new Smoke-Free assessments each quarter as well as meet with new benefit consultants.

Action: Partnership members can arrange for an assessment or re-assessment update of their own company, open doors to other major employers that they have relationships with and set up meetings with their HR manager.

Blue Zones Project (BZP) Discussion

- What are the BZP goals and how do they fit with the work plan?

- Short Term:

- Enact a voluntary policy that designates park playgrounds as smoke-free.
 - This is already the case at many parks in Collier County. The first step will be to identify which parks are already on board and which parks we will need to approach. Nina Garcia (tobacco staff) has already compiled a list of County and City parks with playgrounds.

Action: The partnership will need to visit each park (35 of them) to determine whether or not there is existing smoke-free signage at the playground. One promising option is to work with Keep Collier Beautiful to collect this information during regularly scheduled community cleanups.
- Amend smoke-free policies so that the definition of “smoking” or “tobacco” includes Electronic Nicotine Delivery Devices (ENDDs). Also make sure ENDDs are included in new policy language.
 - While the BZP specifically mentions worksites in the electronic cigarettes policy goal, the partnership already utilizes policy materials which include established recommendations regarding “ENDDs” for tobacco-free worksites, smoke-free multiunit housing, and the new colleges and universities policy area. Discussion included how to approach policies to address these products in a particularly murky political atmosphere and with often conflicting or flawed research being the only evidence to support either side of a fierce national debate. As of now, the partnership will be focused on preventing youth initiation of these products, which are known to contain nicotine, and providing policy stakeholders with enough information to make decisions on whether or not to restrict them.

Action: Partnership members can assist with ENDD policy by connecting tobacco staff with worksites and housing communities who are considering what to do about these products.



<ul style="list-style-type: none"> • <u>Long Term:</u> <ul style="list-style-type: none"> ○ Multiunit Housing and Homeowner Common Areas: Amend smoke-free policies so that the definition of “smoking” includes the use of ENDD ○ While the BZP policy goal focuses on outdoor homeowner common areas such as pools and other recreational facilities, the partnership’s work plan already addresses housing communities from the perspective of individual units. The partnership will widen its focus to include recommendations for outdoor common areas in order to reduce harm caused by secondhand smoke. Action: Partnership members can take action on this policy goal by helping tobacco staff to establish relationships with stakeholders (HOA/COA boards and property management groups) at multiunit housing communities throughout the county. <p>At the next partnership meeting, we will discuss what specific achievements would constitute a policy success for each of the BZP policy goals.</p>
<p><u>Review and Approve By-Laws</u> Partnership members voted to approve the By-Laws with no changes from last year.</p>
<p>Students Working Against Tobacco in 2015-2016 - www.swatflorida.com</p>
<p><u>SWAT Fest</u> Collier County SWAT will be attending the SWAT Fest training event in Broward County this year. The event will be held on Saturday, September 19.</p>
<p><u>New SWAT Advisor Statement of Work</u> Robert has been working on a new statement of work for Collier County SWAT Advisors, per new requirements from the Department of Financial Services. The new SOW will be discussed with SWAT Advisors at the SWAT Advisor training on Friday, July 31.</p>
<p>Other Business</p>
<p><u>Tobacco Free Art Contest</u> Winners have been selected for the 2015 Summer Art Contest. First place winners will be featured in the newspaper, and other artwork from the contest will be featured in the South Collier Regional Library during the month of August.</p>
<p>County Partnership Website - http://www.tobaccofreeflorida.com/county/collier/</p>

Next Partnership Meeting: September 23, 2015 at 4:00 pm

Upcoming Dates:

- July 31, SWAT Advisor Training
- Quit Smoking Now cessation classes (once a week for 6 sessions) open to the public <http://www.ahectobacco.com/calendar/>
For more information or to register call the Everglades Area Health Education Center (EAHEC) at 877-819-2357 or email info@ahec.org

Other News

- 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!

