



Minutes

9/28/17

“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

Policy Updates

- **Hodges University Electronic Media Campaign**
C. Labra and R. Ostbye reported on the progress that has been made with Hodges University’s Electronic Media Campaign. Hodges University formally launched their Tobacco Free web page on September 28, 2017. The webpage informs students, prospective students, staff, and faculty about the smokefree policy and its purpose. The webpage also provides cessation resources.
- **County Collaboration- Tobacco Free Beaches**
R. Ostbye informed the Partnership that Tobacco Free Collier has split the signage cost with Blue Zones. None of the signs have been delivered yet, since the sign vendor suffered damage from Hurricane Irma. Once the sign vendor is up and running, Jessica will place the order for the other half of the signs.
- **Smokefree Multiunit Housing Improvements**
Cris shared the recent success that Melissa has had with multiunit housing. With the assistance of Melissa, Princeton Place and Timber Ridge at Sander Pines have recently passed smokefree policies. The company that manages Timber Ridge has also shown interest in incorporating smokefree policies into their other properties.
- **Worksites Outreach**
Cris provided an overview of the recent success that Melissa has had with worksite outreach. Cris shared that Lake Michigan Credit Union has committed to take the Worksite Wellness Assessment in October and Avow Hospice has completed a reassessment.

Great American Smoke-Out (GASO)

The American Cancer Society’s Great American Smokeout will be Thursday November 16, 2017. The partnership will need to engage 4 worksite partners in the event. Partnership members suggested that electronic materials be prepared and sent out to worksites. This will allow worksites to easily share GASO specific messages and cessation information with their employees. Tobacco Free Collier Staff are still waiting on TFF Media materials for GASO that can be shared with participating worksites.

Tobacco 21

Jessica Crane from Blue Zones gave a brief background on Tobacco 21 and provided information on states that have recently passed Tobacco 21 policies. She also suggested that experienced SWAT youth do a presentation on Tobacco 21 to the City Council. Cris will discuss this opportunity with current SWAT youth.



Discussion

Law Enforcement Special Agent, Luiz “Kyle” Diaz from the Department of Business and Professional Regulation informed Tobacco Free Collier staff of an opportunity for youth to participate in retail compliance checks. Staff will share the opportunity with SWAT youth.

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

Cris Labra reported on the upcoming SWAT events. A calendar of events for the Collier County Students Working Against Tobacco Chapter was provided to Partnership members. This year, three SWAT members will be participating in the Region 4 SWAT Training that will take place on October 14, 2017 in Port St. Lucie, FL. The event will showcase the SWAT organization and its members in hopes of building member capacity. SWAT members will also participate in this year’s Red Ribbon Week and Canal Cleanup.

Other Business

Jim Zimmerman shared information about the Coastal Cleanup. He informed the Partnership that KCB is planning to reschedule the Coastal Cleanup and will inform the Partnership of the date when it is confirmed. SWAT youth will be participating again this year.

Next Partnership Meeting: November 16, 2017 at 4:00 pm

Upcoming Dates:

- Region 4 SWAT Training, Saturday October 14
- Great American Smoke-Out, Thursday November 16
- 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

Other News

- County Partnership Website - <http://www.tobaccofreeflorida.com/county/collier/>