

CONSORTIUM FOR A HEALTHIER MIAMI-DADE

Tobacco-Free Workgroup Meeting

Meeting Minutes

Monday, November 18th, 2024, 9:30am

TOPIC	DISCUSSION	ACTION NEEDED
Members Present	Bill Amodeo, Chair, All Star Media Lourdes Castaneda, Program Manager, University of Miami AHEC Alan Benoit, SWAT advisor, Hope for Miami John Micheal Pierobon, Concern Citizen Natalie Gray, Research Fellow, Pharmacy School at Larkin Olatokunbo Osibogun, Assistant professor at the department of epidemiology, Florida International University Jason Dahn, Health Coordinator, Miami VA Christopher J. Pierce, SSG, Florida National Guard Counterdrug Program South Florida Region Natouchka Murray, Health Service Representative, Florida Department of Health Laurie Varona, Senior Health Educator, Florida Department of Health Candace Williams, Program Manager, Florida Department of Health	
Welcome and Introductions	The Tobacco-Free Workgroup Meeting was brought to order by the Chair, Bill Amodeo, at 9:38am. All members were welcomed and introduced themselves.	
Review and Approval of Minutes	The minutes from the Tobacco-Free Workgroup meeting held on September 30 th , 2024, were reviewed. No changes to the minutes were noted. Candace Williams made the motion to approve the minutes and Natouchka Murray seconded the motion. Members of the Tobacco-Free Workgroup unanimously approved the minutes from September 30 th , 2024.	
Partner Updates	Alan from Hope for Miami informed the Tobacco Free workgroup that they are having a mural unveiling on 11/18/24 from 10:00am to 11:30am and it is to showcase the meaning behind their mission within the community. Lourdes from the University of Miami has informed the TFW members that the Bureau of Tobacco Free Florida (BTFF) has given the green light to giving a \$50 Publix gift card to those who attend their one-day workshop and a \$125 Publix gift card to those who attend the four-week program.	
Executive Board Updates	The Executive Board met virtually and announced that Consortium nominations and elections for the upcoming 2-year leadership term will take place soon, with nominations, confirmation of nominees, and elections conducted via surveys. They approved updates to outreach materials, including a digital brochure to engage	

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	<p>potential partners. Discussions included food insecurity, the Mayor's Initiative on Food and Nutrition For All, infectious diseases, and health drivers. They also announced the 5th Annual Bounty of Health event at the West Perrine Health Center, offering a food grocery experience provided by Caring for Miami, health education, and resources. Follow the Consortium online for more details.</p>	
Action Items	<p>Subcommittee Updates</p> <ul style="list-style-type: none"> • Young Adults Subcommittee -- The Young Adults Subcommittee met briefly last month to follow up on ongoing initiatives, including updates on SWAT events. Since the last meeting, SWAT youth have been actively assisting with local tobacco surveillance by visiting tobacco retailers and reviewing signage compliance. Over the weekend, they collaborated with Hope for Miami, surveying over 25 stores to ensure corrective signage was displayed. An upcoming event, the City of Hialeah Tobacco Prevention Summit, is scheduled for Friday. • POS Task Force -- The POS Task Force convened on October 28, 2024, to address mobile tobacco trucks like "Miami Vice," which use app-based delivery systems targeting youth. Discussions focused on training staff, community groups, and SWAT members from Hialeah to conduct store surveillance and foster youth leadership in identifying marketing tactics. The upcoming Annual Tobacco Prevention Summit in Hialeah, scheduled for November 22, 2024, was highlighted, with an emphasis on policy advancements such as smokefree park signage. The task force praised Doral's zoning policy, which requires 1,000-foot buffers between retailers and youth-focused areas, as a model for other municipalities. Additional discussions included public education on marijuana use laws, outreach successes at Barry University, youth council partnerships, and Tobacco-Free Open Spaces initiatives. <p>Performance Measures in Need of Improvement</p> <ul style="list-style-type: none"> • The discussion emphasized collaboration with Miami-Dade County Public Schools to educate youth and their families on the risks of nicotine and tobacco use. Efforts include working with school principals, particularly those with SWAT clubs, to promote tobacco education courses offered by the Bureau. Upcoming meetings, coordinated through the Youth and 	

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	<p>Young Adults Subcommittee, aim to continue these initiatives and involve additional partners. Plans are underway to schedule further meetings before the December holiday break, ensuring continuity in outreach and education efforts.</p> <p>Tobacco-Free Work Group Training</p> <ul style="list-style-type: none"> The Tobacco-Free Work Group held a virtual training on October 29, which focused on advancing zoning efforts, point-of-sale initiatives, and K-12 tobacco-free school policies. Despite scheduling conflicts and approval delays, the training was well-received, with positive feedback from participants, including several new members who gained a better understanding of the group's objectives. The session facilitated productive discussions on strategies to move forward with key initiatives. <p>Live Tobacco-Free banners</p> <ul style="list-style-type: none"> The Live Tobacco-Free banner has been designed and is awaiting approval from the Bureau before funds can be spent and the banners distributed. Once approved, the banner design will be shared with relevant stakeholders, including those involved in discussions with Miami-Dade County Public Schools. Distribution will prioritize schools with active SWAT programs, and updates will be communicated via email and upcoming meetings. The approval process has been delayed due to limited staffing in the media department, which handles approvals for the entire state. The timeline for approval is estimated to be 20 days to a month, requiring patience as other pending items also await clearance. Despite the slow process, efforts to move forward with the initiative remain steady, and the banners will be rolled out as soon as approval is secured. <p>Point of Sale</p> <ul style="list-style-type: none"> Provider staff will be training the youth and community members to implement a county-wide surveillance that SWAT will take the lead on. Hope for Miami and City of Hialeah EPI SWAT groups will be targeting tobacco retailers within certain zip codes near their parks and schools. They will be checking for the "Corrective Statement" above the Powerwall. It must be visible by the consumer. 	
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	<ul style="list-style-type: none"> • The store surveillance initiative was a success, with approximately 29 to 30 stores surveyed across Miami-Dade County. A key finding was that while many stores displayed the required corrective statements, most signage was only in English, despite the predominantly Hispanic population in the area. Specific issues, such as limited bilingual signage, were highlighted, with Walgreens being a notable example of inconsistency. • The surveillance effort was supported by SWAT clubs in Hialeah, with plans to expand to other areas as Miami-Dade County is vast. Additional external support was offered to assist with training and surveillance efforts, ensuring compliance and coverage. Bureau requirements now mandate the presence of a provider during each surveillance activity, although this policy has presented challenges due to limited staffing. Virtual training sessions are planned to facilitate collaboration and efficiency in completing additional store surveys, with gratitude expressed for ongoing support and participation from partners. • The discussion highlighted the increasing use of Zyn, a smokeless nicotine product, among youth, with a noted spike in sales. This product, an updated version of traditional pouched nicotine, is gaining popularity, especially among youth involved in sports and other activities. The importance of raising awareness about the risks of such products was emphasized, with suggestions to encourage healthier alternatives. Additionally, an initiative was revisited to create drink coasters promoting smoke-free bars across the county. This idea, successfully implemented in other counties, aims to expand smoke-free awareness, and gather further input for its implementation in Miami-Dade. • The discussion centered on the operations of mobile vaping and cannabis delivery services in Miami-Dade County, including businesses such as Vapor Shack 305 and Miami Vice. These services offer on-demand delivery and operate extensively during weekends, targeting patrons at clubs, restaurants, and other late-night venues. While cannabis delivery services have more limited hours, they remain active in the community. Participants were encouraged to document sightings of these vendors by taking photos and submitting them for record-keeping. Additional concerns were raised about 	
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	<p>the potential public health and safety implications of these businesses, as well as their presence at private events.</p> <p>Smokefree Multiunit Housing (SFMUH)</p> <ul style="list-style-type: none"> Residents have raised concerns about marijuana smoke infiltrating their units, emphasizing the need for property managers to be educated on addressing such violations. It is recommended that non-smoking policies include a comprehensive definition of smoking and vaping, explicitly covering marijuana. Effective enforcement strategies, such as clear communication of policies, regular inspections, and timely responses to complaints, should be implemented. Additionally, installing proper ventilation and sealing gaps between units can help prevent smoke spread. These measures aim to promote a healthier living environment for all residents. <p>Tobacco-Free Public Spaces</p> <ul style="list-style-type: none"> Discussions centered on tobacco-free policies and enforcement challenges, particularly in Cutler Bay, where the existing ordinance on smoke-free parks and recreational areas was considered insufficient. Efforts are underway to amend the ordinance, with the town's youth advisory board potentially playing a more active role through events like a tobacco summit or smoke-out planned for May. Concerns about the enforcement of smoke-free policies, including unclear repercussions for violations and insufficient signage, were highlighted. Specific issues like tourists' unawareness of rules and misunderstandings about vaping versus smoking were discussed, emphasizing the need for clearer definitions and consistent enforcement. There was also mention of complaints from residents about public smoking in areas where ordinances prohibit it, such as Miami Beach. Suggestions included investigating enforcement procedures and addressing complaints effectively. Plans to draft a letter advocating for stronger policies were discussed, with considerations on how best to present it, including whether it should come from the Tobacco-Free Work Group or another entity to avoid administrative delays. The conversation underscored the importance 	
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	<p>of clarity, enforcement, and collaboration in advancing tobacco-free initiatives.</p> <p>SWAT Updates</p> <ul style="list-style-type: none"> The Miami-Dade SWAT chapter has achieved a significant milestone, now boasting 16 active clubs and over 400 youth members. This marks a major accomplishment as the first half of the year wraps up. In early November, members attended the Region 4 SWAT training in St. Lucie County, where youth member Noah Coulton, who serves on the Youth Advocacy Board, delivered a presentation. He is also scheduled to present at the biannual SWAT Statewide Convention in June. These efforts highlight the continued growth and impact of SWAT's youth initiatives. <p>Essay Contest</p> <ul style="list-style-type: none"> The youth essay contest, initiated years ago, aims to engage SWAT (Students Working Against Tobacco) members in thinking critically about tobacco-related issues. Participants are encouraged to write and publish letters in newspapers across Florida, raising awareness about tobacco concerns. To incentivize participation, a \$100 gift card from the Quick Doc Foundation, led by Dr. Humble, is awarded. The program's goal is to inspire youth involvement and advocacy on tobacco issues. Efforts to promote the contest will continue, and anyone working with youth is encouraged to share this opportunity with them. <p>World Health Organization nominations</p> <ul style="list-style-type: none"> The group discussed the upcoming nomination process for the World Health Organization and Pan American Health Organization Aqua Day Awards, with a submission deadline in January. Previous nominations included Dr. Moziak and Dr. Leatherman from FIU, and the possibility of renominating them or selecting new candidates was considered. It was noted that the awards have varying annual themes, which may influence nominations. A suggestion was made to compile a list of potential nominees and distribute it for voting, allowing members time to deliberate. There was also confirmation that multiple nominations could be submitted, pending 	
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	<p>verification of the process. Further research will be conducted to finalize the details.</p> <p>Tobacco-Free Workgroup Executive board election</p> <ul style="list-style-type: none"> Members were reminded about the upcoming elections for the Tobacco-Free Work Group's executive board, with tomorrow (November 19th, 2024) being the final day to submit nominations. An email with a survey link was previously sent, encouraging nominations for individuals who have been vocal and passionate about the group's work. Members are urged to participate by nominating themselves or others through the provided link. 	
Upcoming Events	<ul style="list-style-type: none"> Tobacco Prevention Summit – November 22nd, 2024 Tobacco Free Coalition Meeting – December 10th, 2024 Bounty of Health – December 13th, 2024 	
Adjourn	<ul style="list-style-type: none"> The meeting was adjourned by chair, Bill Amodeo, at 10:30am. The next Tobacco-Free Workgroup meeting will be held on January 27th, 2025. 	