

## CONSORTIUM FOR A HEALTHIER MIAMI-DADE

### Tobacco-Free Workgroup Meeting Meeting Minutes Monday, March 25<sup>th</sup>, 2025, 9:30am

TOPIC	DISCUSSION	ACTION NEEDED
Members Present	Dr Zinzi Bailey, Chair, University of Minnesota Julio Esplugas, Vice Chair, City of Hialeah Bill Amodeo, All Star Media Sarah Hartmann, Graduate Student, Florida International University Natalie Gray, Research Fellow, Pharmacy School at Larkin Nasreen Hidmi, Program Manager, Florida International University Jamie Pontones, SWAT Coordinator for Wakulla County Zadymon Moore, Senior Health Educator, 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 called to order by Dr. Zinzi Bailey at 9:40 AM, with all members welcomed and introduced. All members were invited to introduce themselves and answer the ice breaker question, “How would describe your job to a five-year-old”?	
Review and Approval of Minutes	The minutes from the Tobacco-Free Workgroup meeting held on January 27 <sup>th</sup> , 2025, were reviewed. No changes to the minutes were noted. Candace Williams made the motion to approve the minutes. Julio Esplugas motioned to approve the minutes and Candace Williams seconded the motion. Members of the Tobacco-Free Workgroup unanimously approved the minutes from January 27 <sup>th</sup> , 2025.	
Partner Updates	During the partner updates, it was announced the local health education center has launched a new incentive program aimed at helping tobacco users quit through group-based sessions. Participants who attend in-person or virtual group sessions, not phone or web-based services, are eligible for Publix gift card rewards. Two types of sessions are offered: “Choose to Quit” participants receive a \$225 gift card upon completion, while “Quit Smoking Now” participants can earn up to \$125 in gift cards distributed over four sessions. Flyers are available in English and Spanish, and preregistration is required. The program is open to individuals aged 18 and older and operates while supplies last. Although youth-focused cessation efforts have been discontinued for now, there are plans to reinstate them. Virtual options are available to help address transportation barriers, and on-site sessions may be arranged at community facilities like shelters. For more information or to obtain the flyer, individuals can contact the coordinating organization directly.	

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Executive Board Updates	<p>The Executive Board met virtually on March 13, 2025, providing a valuable opportunity to connect and engage with fellow members. The meeting featured a general presentation focused on epilepsy awareness. Members interested in learning more or exploring partnership opportunities in this area are encouraged to reach out for further connections. A key topic of discussion was the ongoing revamp of the SNAC (Strategic Nutrition and Activity Committee) wave within the Consortium for a Healthier Miami-Dade. This process presents a significant opportunity to re-envision our collective goals and determine what we hope to accomplish, particularly in promoting tobacco- and nicotine-free environments throughout Miami-Dade County. While there are no immediate action items, members are encouraged to begin considering long-term strategies and potential areas of focus. In the coming weeks, a survey will be carried out to gather feedback on priorities and goals for the workgroup. Members will be invited to contribute their thoughts on what they would like to see accomplished moving forward.</p>	
Presentation	<p>The presentation focused on understanding risk and protective factors associated with nicotine use, particularly vaping, among youth. The speaker discussed trends, emerging products, and the appeal of vaping devices to middle and high school students, emphasizing their accessibility, concealability, and enticing flavors. Data from school visits and focus groups highlighted that students often underestimate the presence and dangers of nicotine in these products. The speaker used a highly visual and relatable approach tailored for youth, leveraging real images and interactive questions to debunk myths and spark critical thinking among students. Topics also included the chemical components of vaping products, health effects, and national versus local use trends, with a particular focus on Hispanic and Latino youth in South Florida. The session concluded with an overview of a cessation program currently in development.</p> <p>Attendees responded positively to the presentation, praising its visual elements, interactive delivery, and ability to connect with the youth audience. Members appreciated the strategy of using real-life comparisons to household chemicals to challenge perceptions and noted the value of including youth perspectives in focus groups. Several participants expressed interest in collaborating or contributing to the research and cessation efforts. Suggestions included sharing school contacts, promoting the focus group study through student organizations, and offering virtual presentations.</p>	

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Previous Action Items	<p><b>Policy &amp; Surveillance Subcommittee &amp; Zoning Task Force</b></p> <ul style="list-style-type: none"> <li>A recent zoning task force meeting focused on evaluating progress and identifying areas needing further attention, particularly related to tobacco control and surveillance efforts. Community surveillance initiatives are active, including those led by youth groups in partnership with local programs. While some planned activities were postponed due to scheduling conflicts, efforts are underway to re-engage volunteers and families, especially in targeted zip codes like 33125. Community outreach is being expanded through presentations to church groups and parents to increase support for local youth advocacy programs. Initial surveillance in one area revealed limited non-compliance, mainly involving missing or improperly displayed corrective signage. More outreach is planned to strengthen awareness and ensure proper postings in local businesses. Additional surveillance sweeps are being scheduled in neighborhoods with high foot traffic and known tobacco access points to monitor trends and emerging concerns. The data collected from these efforts will help inform future zoning recommendations and support targeted education and enforcement campaigns.</li> </ul> <p><b>Tobacco-Free Public Spaces (TFPub)</b></p> <ul style="list-style-type: none"> <li>Efforts to promote smoke-free public spaces are also advancing, with coordination underway to host a smoke-out event at the end of the school year in partnership with municipal leaders. Some logistical delays occurred due to key stakeholders traveling, but meetings are scheduled to finalize plans. The event is expected to serve as both a community engagement opportunity and a platform to raise awareness about the dangers of tobacco use, especially among youth. Future collaboration may include establishing ongoing partnerships with parks and recreation departments, local schools, and youth organizations to integrate tobacco prevention messaging into existing community events and programming. Additionally, plans are being discussed to create a toolkit that municipalities can use to replicate smoke-free initiatives in other neighborhoods, helping to build a broader coalition of support for policy change across the county.</li> </ul>	
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#### **Mobile Tobacco Shops**

- Several ongoing challenges were discussed, including the visibility of mobile smoke shops, the emergence of unregulated street vendors selling tobacco and vaping products, and concerns about vending machines that are not being monitored. These developments raise questions about permitting and enforcement, prompting outreach to state officials for further investigation and possible policy review. The challenge lies in the difficulty of tracking and regulating these unconventional points of sale, which often operate without clear oversight or established locations. Mobile vendors and street sellers can easily relocate, making consistent monitoring and enforcement nearly impossible with current resources. Furthermore, the lack of clear jurisdictional authority and inconsistent licensing requirements complicates efforts to hold violators accountable. These issues not only undermine existing tobacco control efforts but also increase youth exposure to harmful products, highlighting an urgent need for more cohesive regulation and interagency coordination.

#### **Smokefree Multiunit Housing (SFMUH)**

- In the area of smoke-free multi-unit housing, there has been a growing demand for assistance with signage as complaints from residents in newly constructed apartment complexes and condominiums continue to rise. Many residents have expressed frustration over secondhand smoke seeping into their units, especially in areas where smoke-free policies were expected to be enforced. Miami Beach, Aventura, and the City of Miami have all seen a surge in complaints, particularly from residents living in high-rise condos, where shared air systems or poor construction design allow smoke to infiltrate neighboring units. Structural flaws, such as missing ventilation flaps, gaps in shared walls, or unintended air transfer, have made enforcement difficult, especially since individual condo units are privately owned and governed by homeowners' associations. These challenges have led to increased calls for clearer building codes, stronger smoke-free policy implementation, and more oversight during construction to ensure proper separation between units and better protect residents from involuntary smoke exposure.

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#### **Youth and Young Adult Subcommittee (SWAT Updates)**

- A recent collaborative meeting focused on expanding SWAT (Students Working Against Tobacco) youth engagement, increasing the number of SWAT clubs, and raising awareness about the program. Discussions also included efforts to strengthen the campus task force. Notably, outreach to Barry University has led to promising developments, including a potential written cessation referral agreement and plans to implement a campus-wide referral system to Tobacco Free Florida. Barry University will be invited to participate in the next Youth and Young Adults Subcommittee meeting to support these initiatives. These efforts aim to create a stronger network of support and resources for young people looking to quit tobacco across academic institutions.

#### **Partnership Recruitment Event**

- A recent partnership recruitment effort took place at the Be There 5K run on March 15, where consortium members hosted a booth to engage with the community. The event was well-attended, 15 new individuals signed up to join the consortium. While some attendees were deterred by tobacco-related messaging, others showed genuine interest and asked questions about the consortium's work, subcommittees, and the health department's efforts. Overall, the event was seen as a successful opportunity for outreach, awareness, and potential future engagement from new members.

#### **Subcommittees**

- A review of subcommittees was held to encourage greater engagement and move forward with targeted actions and campaigns. The subcommittees each focus on key areas of tobacco prevention and control. The Tobacco-Free Environments Subcommittee promotes tobacco-free policies across multi-unit housing, beaches, parks, colleges, universities, and workplaces, with an emphasis on policy and environmental change. The Youth and Young Adult Subcommittee works to strengthen and expand SWAT clubs and build partnerships with colleges and universities to establish or maintain campus task forces. The Policy and Surveillance Subcommittee focuses on tracking tobacco-related ordinances, monitoring health indicators, and supporting

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	<p>local efforts to adopt new policies. The Communication and Public Relations Subcommittee promotes group activities and awareness through media, digital outreach, and public events. The Cessation Access Subcommittee supports efforts to increase access to quitting resources, particularly through Tobacco Free Florida. Members were invited to sign up for one or more subcommittees using a simple digital form, and there are plans to share the form with the wider network to ensure inclusive participation and input as strategic planning continues.</p>	
Performance Measures in Need of Improvement	<p>The committee discussed its involvement with the CADCA (Community Anti-Drug Coalitions of America) Toolkit, a resource designed to enhance coalition effectiveness in addressing tobacco-related issues. As part of a pilot program, the group will be using CADCA tools focused on partnership engagement and action planning. These tools aim to help assess current collaboration levels, strengthen member engagement, and develop a clear action plan for the upcoming fiscal year. The committee will be working closely with leadership to finalize these tools and begin disseminating them in early April. In addition to partnership development, the committee is also prioritizing the identification of best practices in technology to support tobacco prevention efforts. This includes evaluating performance measures and expanding available resources on the organization's website. Currently, the site features links to Tobacco Free Florida and cessation class calendars. The group is exploring the addition of resources from youth initiatives and organizations such as Parents Against Vaping e-cigarettes (PAVe). and the Truth Initiative, pending approval from the appropriate media departments. Members were encouraged to suggest additional resources and may receive a follow-up questionnaire to gather further input.</p>	
New Action Items	<p><b>Take Down Tobacco Day</b></p> <ul style="list-style-type: none"> <li>Takedown Tobacco Day is scheduled for April 1st, though there are no official activities planned by the workgroup at this time. However, various events are expected to take place across the county, particularly those organized by SWAT youth within their schools to raise awareness and promote participation. A helpful resource for learning more about the initiative, including educational materials and ongoing activities, is available at <a href="http://takedowntobacco.org">takedowntobacco.org</a>. Members are encouraged to explore the site and share</li> </ul>	



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	<p>it with others to support local engagement and education around tobacco prevention.</p> <p><b>Drink Coasters</b></p> <ul style="list-style-type: none"> <li>The team has been collaborating with All Star Media to create drink coasters designed for distribution to tobacco-free restaurants and bars. These coasters feature a QR code that directs users to the Tobacco-Free Workgroup webpage, where they can learn more about local initiatives and sign up to get involved. The shipment of coasters is expected soon, and planning is underway to determine distribution locations. To streamline the process, a list of tobacco-free establishments is needed. While a list may already exist from a previous initiative focused on healthy food and smoke-free environments, efforts are being made to locate and update it for immediate use once the coasters arrive.</li> </ul>	
Upcoming Events	<ul style="list-style-type: none"> <li>Take Down Tobacco Day – April 1<sup>st</sup>, 2025</li> <li>Distribution of Drink Coasters ~ TBA</li> </ul>	
Adjourn	<p>The next Tobacco-Free Workgroup meeting is scheduled for May 27, 2025. Members were encouraged to continue contributing ideas for future initiatives and to stay involved through active participation in subcommittees. Upcoming plans and action steps will be further explored in future meetings. Attendees were invited to complete a short survey to indicate their interests and identify specific areas they would like to support or help promote. New members have been added to the distribution list and will receive regular updates via email. Subcommittee enrollment remains open with no cap on participation, though members are encouraged to commit to at least one group. The meeting closed with gratitude for everyone's engagement and a shared sense of momentum moving forward. Chair Dr. Zinzi Bailey adjourned the meeting at 10:45 a.m.</p>	