



Marion County Tobacco Free Partnership (TFP)
Meeting Minutes
Thursday, October 18, 2012
13 attendees

Meeting started: 4:12pm

Welcome, Brief Introductions

9/20/2012 TFP meeting minutes approved unanimously by members present

TFP Bylaws and Charter Discussion, Adoption

- TFP Bylaws finalized and approved by members present
- TFP Charter pages 1 & 3 finalized; page 2, which discusses member organizations, is still in process, as member organizations are still being added to the Partnership.
- Need to determine if a few remaining member organizations require an MOU for participating in the TFP. (MCSO, MRMC, maybe others)
- A request for 3 additional adult Advisory Council members was made. As stated in the TFP Charter, the Partnership voted to have 9 adults representing on the Advisory Council, and to date only 6 had stepped forward. Scott Hackmyer, representing Florida Low Income Housing, agreed to become a new Council member and was welcomed.

TFP Member News and Upcoming Events

- Nancy Castillo (MCCA) informed the Partnership about upcoming Red Ribbon Week (RRW) events and distributed flyers for various activities. The RRW Kickoff is Monday, Oct. 22 at the Ocala Police Dept. and there is a week of events planned. The focus for this year's RRW are under aged drinking, marijuana, and tobacco, but there will also be information provided about bullying and other drugs.
- SADD Clubs have been established at schools with 21st Century grants for afterschool programs; also adding a club at Central FL College in January. Discussion was had about whether there are dual enrollees at MTI and if they could form a SWAT/SADD club. They have dual enrollees in their vocational and alternative programs according to a few partners at the table with knowledge of these programs.
- Friday, October 26, Rick Bender will speak at a student assembly at Blessed Trinity School (link to Star Banner news story:
(www.ocala.com/article/20121026/ARTICLES/121029780)

- Tobacco Free Florida will have a tent at the Ocala Pumpkin Run Car Show from Oct. 26-28; 30,000 or more people and families are expected to attend.
- The City of Ocala is hosting its annual, safe Halloween “Boo Bash” on Oct. 31; need candy /healthy snacks donated; expecting 800-1,000 students to attend.
- The City is also hosting its Family Fun Day from 10-2 Saturday, Oct. 20 at MLK Park; these are held once a quarter, the next one being in January, 2013.

- Milo Ayen of The Salvation Army told a personal story here about his senior low income housing facility and how he is struggling to implement his no smoking policy in the individual apartments of his complex. One of his residents of a few years recently passed away and was a smoker. She tried quitting many times and even attended a few of the quit smoking classes held at the apartment complex. She continued to smoke even as her health drastically declined and was wheelchair bound. He is concerned for the health of his residents, smokers and the non-smokers affected by their secondhand smoke, as well as the damage the smoke is doing to the apartment units. It costs three to ten times the amount to clean a smoker’s apartment than it costs to clean a non-smoker’s apartment, so this issue is also affecting them financially. The Tobacco Prevention Specialist said that she has been researching this issue and would follow up with Milo to brainstorm new ways to try and enforce his no smoking policy, and to help more of his residents quit using tobacco.

Store Alert training discussion

- TFP members got into a detailed discussion about retail tobacco stores during and after the Store Alert presentation. Some questions asked were whether local communities in FL can be involved in enforcing retail tobacco licenses to help combat sales to minors; the kiosks that sell e-cigarettes in malls were mentioned as a potential issue as well, and are not covered in the Store Alert survey; The TPS is in the process of surveying tobacco retailers that exist within 1 mile of each high school and middle school in Marion County—there are 7 such retailers within 1 mile of Vanguard HS, the worst in the county.
- One member brought up the fact that New York uses graphic cigarette cartons, subway anti-smoking ads, extreme media campaigns and much higher taxes on cigarettes as ways to increase tobacco cessation.
- Another member spoke of the city of Montreal, Canada where it costs \$15 per pack of cigarettes and they have had graphic warning labels on their packs for years.
- Mr. Richardson from the City of Ocala asked what the end goal is for the Store Alert campaign. It was suggested by the membership that we document the worst offenders of illegal/questionable tobacco sales concerning minors and

encourage/educate youth on tobacco issues via our SWAT youth. There was some concern raised about sending SWAT youth in by themselves to perform these surveys. The SWAT Coordinator explained that each youth would be chaperoned when doing these surveys for support as well as protection.

- Mr. Harrington, Quit Doc Policy Director, mentioned that in Martin County, they passes an ordinance to move all sales of candy flavored tobacco products to adult only alcohol/tobacco specialty stores where customers have to be 18 or older to enter. It was suggested we try to do the same here in Marion County, to the agreement of most members. It was asked why this isn't a statewide initiative, and Mr. Harrington explained that due to the strong tobacco lobbying presence in the Florida legislature that the political aspects of trying to make this happen would be prohibitive and most likely unsuccessful. It has to be a grass roots type of movement to gain political strength, starting at the local level by counties.
- The TFP is looking into becoming a member of the Chamber of Commerce; a good time to join, as the Chamber recently merged with the Economic Development Council and is a great source for networking. Suggested that the TFP look into the Emerging Leaders of Ocala program at the Chamber.
- Diamond Royal and Quick Kings convenience/gas stores were said to be owned by one individual and are notorious for their tobacco advertising. An item that is sold in many such stores are fake roses in glass tubes, and these tubes are known to be used as crack pipes by many people.
- It was suggested to include K2/Spice, pipes, hookah and bath salts in the Store Alert surveys. K2/Spice and bath salts have become a priority in Ocala, indicated by the approval recently of an ordinance banning the sales of "synthetic drugs" such as these products. It hasn't passed yet, but is expected to be by the City Commissioners.
- We are waiting to hear about the local legislative delegation hearing day for Marion County; we will have a SWAT group attend and address the members if possible.
- The United Way recently celebrated the re-launching of their 2-1-1 campaign. It was noted by the TPS that this hotline service also provides smoking cessation aid.

SWAT news and updates

- SWAT clubs will be participating in the Red Ribbon Week events
- Current clubs remain active and we are still looking for more advisors to increase the SWAT outreach in Marion County

Next Marion TFP meeting: Thursday, December 6, 3:30-5:00pm, location TBD

Meeting adjourned at 5:46pm