

A Tobacco Free Florida

**Florida Department of Health
Bureau of Tobacco Prevention Program
2008 Annual Report**

State Surgeon General Ana Viamonte Ros, M.D., M.P.H.



"I Quit!" A 2008 Quitline Success Story

I started at twelve. I think I loved how naughty it was. Then it was just one or two cigs passed around in the bathroom between classes. Hotboxes burning your fingers between lengthy puffs of thick intoxicating smoke.

I am forty-three now. I quit Oct. 10th!! A month before my birthday. I gave that wonderful gift to myself. I'm so proud. I could never imagine three hours without a cig. Never could I imagine three months! I love this new feeling!

My family and all of my friends (both smokers and non) really are amazed and supportive (although I heard a few had a betting pool on when I would slip).

I don't miss the Smoke. I don't miss the icky stuff I had to cough up each morning. I don't miss how people looked at me when I pulled one out. I don't miss the money it cost to smoke because it's in my wallet.

The American Cancer Society and the state of Florida held my hand during the whole process. From the week before my quit date, till the time I felt safe enough to fly solo. I read the books they sent, and got my bag of tricks ready to beat this demon. I chose the gum (if you put it in the fridge it is much easier to remove from the packet).

I have always heard people say "If I can do it, anyone can." I usually rolled my eyes. I always felt I had more of a desire to smoke, than to quit. Now I'm saying it to all of you questioning yourselves, "If I can do this, I promise if you are ready. YOU CAN!!!"

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A Message from the Florida State Surgeon General, Ana Viamonte-Ros, MD, MPH

Dear Floridians:

Each year in Florida, tobacco use is directly responsible for more than 31,000 deaths and billions of dollars in health care expenditures and lost productivity. In response to this devastating health issue, in November 2006, Floridians passed a constitutional amendment to fight the impact of tobacco use. The Florida Department of Health's Bureau of Tobacco Prevention Program, along with its partners, is working to reduce the health hazards associated with tobacco use and exposure among all Floridians, especially youth and young adults. With direction from the Legislature, the Bureau has developed a comprehensive tobacco prevention and cessation program based on the 1999 Centers for Disease Control and Prevention's Best Practices for Tobacco Control Programs, as amended. These proven strategies guide the Department in preventing and reducing tobacco use.



The restoration of funding to the Bureau of Tobacco Prevention Program as required by the 2006 amendment has resulted in the development and implementation of free cessation services, including free nicotine replacement therapies, a statewide tobacco prevention and cessation counter-marketing and media campaign, youth and chronic disease programs, and evaluation services. The Department also works collaboratively with the Area Health Education Centers to deliver cessation and health professional training services. Additionally, the Department benefits from expert advice and recommendations of the legislatively created Tobacco Advisory Council. Council members represent Florida's most talented experts in tobacco control and the Department is grateful for their passionate commitment to the program.

Overall, the Bureau of Tobacco Prevention Program continues to work toward the goals of reducing the prevalence of tobacco use among youth, adults, and pregnant women; reducing per capita tobacco consumption; and reducing exposure to environmental tobacco smoke.

I am especially pleased to outline our progress in meeting these goals in 2007-2008 and look forward to your continued support and leadership in the future.

*Ana M. Viamonte Ros, M.D., M.P.H.
State Surgeon General*

Executive Summary

Article X, Section 27, Florida Constitution, requires the Florida Legislature to annually appropriate fifteen percent of the total gross funds paid by tobacco companies to the state of Florida in 2005, as adjusted annually for inflation, to fund the comprehensive statewide tobacco education and prevention program. The amendment further requires the tobacco program adhere to the Centers for Disease Control and Prevention's 1999 Best Practices for Comprehensive Tobacco Control Programs, as amended, in order to implement effective population-based interventions and strategies. The program's goals are: reduce youth tobacco initiation, promote tobacco cessation (including providing treatment alternatives for smokers), eliminate exposure to secondhand smoke, and reduce tobacco related health disparities. The Florida Department of Health's Bureau of Tobacco Prevention Program presents the following report on the program's efforts in reducing tobacco-related diseases and disabilities.

This is the program's second annual report and it differs from the first in several significant ways. First, the program has been operating since June of 2007 and has provided funding for the statutory components for approximately 15 months. Experience from providers throughout the state has been utilized to improve service delivery, performance measurement, and contracting procedures. Second, there are some notable accomplishments to report, particularly in the area of tobacco cessation. Third, the content of this year's report has been increased to include additional detail about each of the program's components and a section on Administration and Management.

Arguably the greatest single program achievement has been in tobacco cessation due to the unprecedented number of Floridians seeking help in quitting tobacco use through the program's Quitline. Yearly calls to the Quitline are up almost 1000% compared to the past five years. This is due to the massive increase of anti-tobacco media messages tagged with Quitline information and provision of free nicotine replacement therapy (NRT) has helped propel this phenomenal result.

Progress in meeting the goal of secondhand smoke reduction is addressed in the report section on Surveillance and Evaluation. The Florida Clean Indoor Air Act (FCIAA) is a continuing and critical maintenance effort to enforce the laws prohibiting businesses from exposing employees and the public to the dangerous chemicals contained in tobacco smoke. The community programs funded at the local level provide secondhand smoke education and last year served over 11,000 Floridians.

This year's report reveals what might be the greatest strength of the tobacco program: the force multiplier effect of feedback and growth between all the program components and the media efforts. Future yearly reports will continue to measure this important variable. In closing, the Florida Department of Health is grateful to all the important partners who have helped make this year a success. The Department is committed to continuing our collaboration to make our state truly, a Tobacco Free Florida.



Program Background

Florida's involvement in tobacco prevention efforts dates back to 1989 when the Department of Health and Rehabilitative Services began receiving federal funding to implement tobacco prevention and control activities. In 1997, Florida successfully settled its historic lawsuit against the tobacco industry for \$11.3 billion to recoup Medicaid costs incurred by health care services for smokers. With a portion of the settlement funds, the Florida Department of Health launched a \$70 million Tobacco Pilot Program targeting tobacco use among underage youth. Five years later, the funding for the tobacco program was cut to \$1 million. This funding reduction required the program to discontinue several key components of its youth tobacco program such as school-based tobacco education, youth development, and counter-marketing efforts.

As the result of a 2006 ballot initiative, Florida voters passed a constitutional amendment that mandates an annual appropriation of 15% of the gross 2005 tobacco settlement fund, adjusted for inflation, to fund a comprehensive, statewide tobacco education and prevention program. One-third of the appropriation is directed to an advertising campaign. Article X, Section 27, Florida Constitution, requires that the tobacco program conform to the 1999 Centers for Disease Control and Prevention's (CDC) Best Practices for Comprehensive Tobacco Control Programs, as amended, to protect people, especially youth, from the health hazards of tobacco.

The 2007 Florida Legislature passed legislation to implement the constitutional amendment. Section 381.84, Florida Statutes, authorizes the Department of Health to create a statewide comprehensive tobacco prevention and control program consistent with the CDC Best Practices for Comprehensive Tobacco Control Programs. In addition, the statute establishes a Tobacco Advisory Council to work with the department and provide advice to the State Surgeon General on the direction and scope of the program. Membership of the council includes tobacco prevention experts ranging from state medical school deans to representatives of the American Cancer Society, American Heart Association, American Lung Association, the campaign for Tobacco Free Kids and various other professionals.

In 2008, the tobacco program adopted the CDC Best Practices for Comprehensive Tobacco Control Programs-October 2007 in its Administrative Code 64I-6. In this year the Department also created the Bureau of Tobacco Prevention Program to administratively execute all the Department's responsibilities outlined in 381.84, Florida Statutes, and the Florida Clean Indoor Air Act, Part II, Chapter 386, Florida Statutes.

The Florida Department of Health's Bureau of Tobacco Prevention Program currently operates with a total of \$60 million in funding allocated from two sources: state funds (\$59.3 million) and a grant from the Centers for Disease Control and Prevention (\$705,000). Ten million of the \$59.3 million has been appropriated to AHECs to expand smoking cessation initiatives to every county in the state and provide tobacco cessation and prevention training to all health professions students in our state.

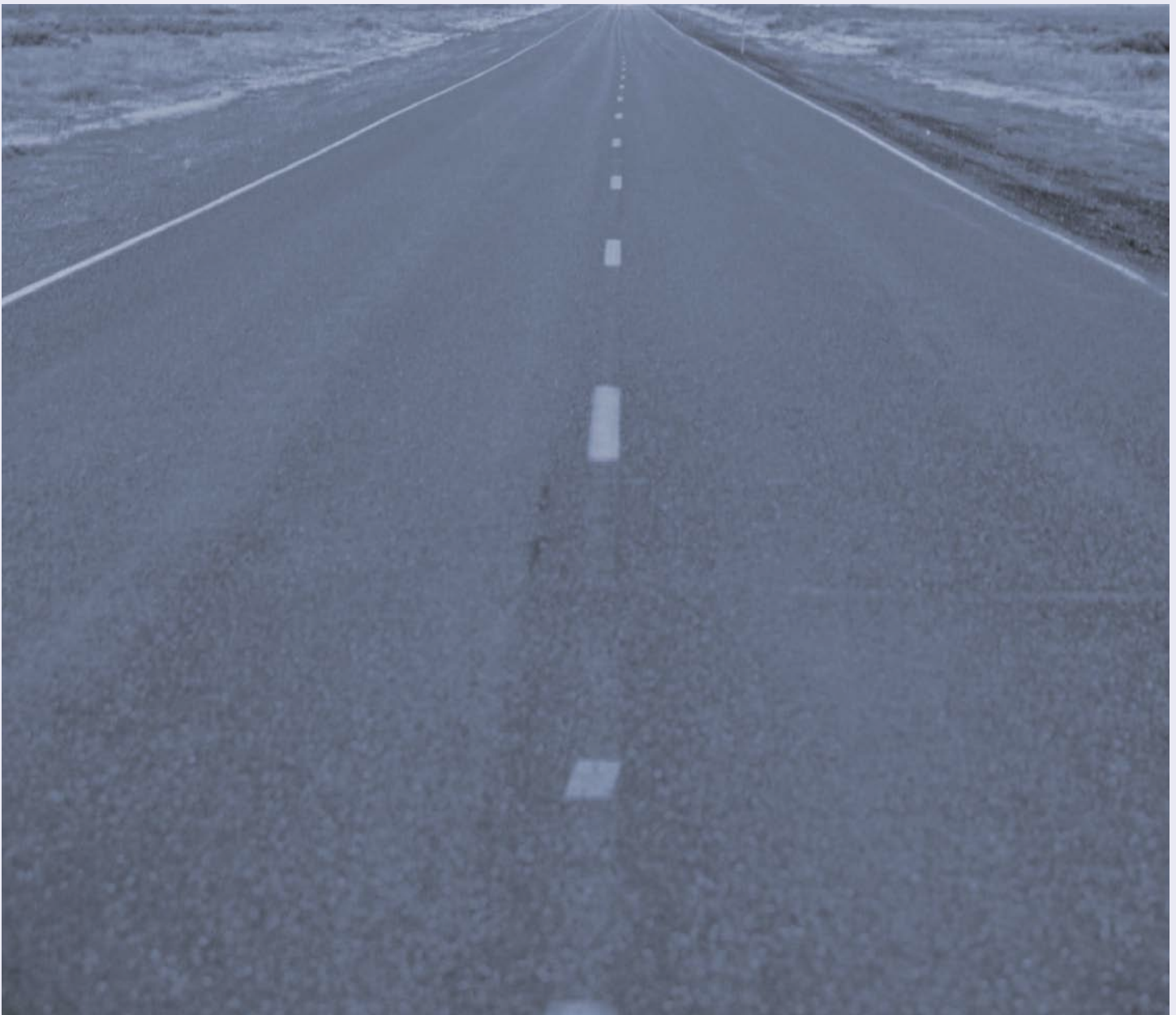


Program Goals

The Bureau of Tobacco Prevention Program focuses on reducing tobacco-related disease, disability and death through four programmatic goals:

- *Prevent the initiation of tobacco use among youth and young adults;*
- *Promote cessation of tobacco use;*
- *Eliminate secondhand smoke exposure; and,*
- *Reduce tobacco-related health disparities.*

At the community level, all community-based organizations must follow a work plan developed to achieve these four goals through objectives and action steps. Progress toward achieving these goals is measured in two ways: 1) ongoing population surveillance surveys such as the Florida Youth Tobacco Survey, and 2) the results of evaluations conducted by independent evaluation specialists. Contracted evaluators (see Surveillance and Evaluation section) have designed evaluation instruments to assess the four program goals and provide data in that regard.



Health Communication Interventions

The Zimmerman Agency, Inc. was awarded a \$17.1 million dollar contract via competitive bidding in 2007 to conduct a statewide social marketing, media, and public relations campaign. As a result of the contract, the Tobacco Free Florida brand was developed as the department's health communication interventions component. In July 2008, the Zimmerman contract was renewed.

The Tobacco Free Florida campaign is evaluated by the University of Miami, Miller School of Medicine. The University of Miami, Miller School of Medicine was awarded the evaluation contract through the state's competitive bid process as well. The major goals of the media evaluation are to provide the Bureau with detailed information to assess the impact of Florida's statewide marketing and public relations anti-tobacco campaign on target audiences and to provide substantive feedback that may be used in the development of future targeted marketing campaigns.



Campaign Overview

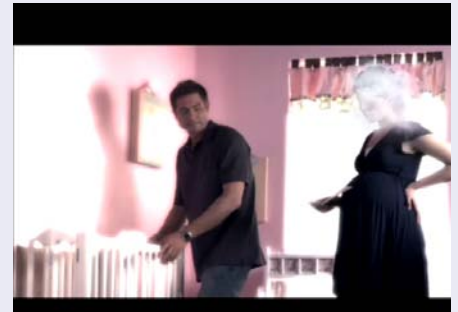
The multi-faceted Tobacco Free Florida campaign sought to discourage the use of tobacco (smoke and smokeless) among Floridians, with particular emphasis on youth ages 11-17, adults ages 18-24, chronic disease sufferers, pregnant women, low-income households, parents and small businesses. Over 60% of the campaign's efforts were committed to youth prevention and 40% of the initiatives were dedicated to encourage tobacco cessation. Campaign concepts were tested prior to development in December 2007 and January 2008.

English, Spanish, and Haitian-Creole media executions targeted all audiences outlined above through various communication channels: spot (purchased on a local market basis) broadcast television, spot cable television, spot radio, statewide magazines, African American newspapers, Hispanic newspapers, high school/college newspapers, custom DC comic book, spot market outdoor, spot market cinema, pay-per-click/search engine advertising, and internet display ads. Media placement was strategically purchased based on target audience demographics, program ratings, program content, behavioral preferences and geo-targeted (specific to audience's geographic location) applications. The effectiveness of media buying was strategically purchased and evaluated based on standard media buying tactics (gross rating points, Arbitron and Nielsen ratings, reach, frequency, etc.). All media partners purchased as part of the campaign agreed to run one for one no charge spots within flight, essentially doubling the media budget.

TV, Radio, Print & Outdoor Advertising

Spot broadcast television was the primary medium utilized to promote the Tobacco Free Florida message and the Quitline. The campaign officially launched during Super Bowl XLII, the highest rated championship game in a decade, surpassing all expectations with more than 10 million viewers statewide. To further extend the message to a larger share of Floridians, :30 and :60 radio spots were produced. English, Spanish, and Creole spots allowed the campaign to reach Floridians in their cars, offices and homes throughout the workday.

TV, Radio, Print and Outdoor Advertising



Print and outdoor advertising were utilized as additional mediums to reach special groups, including small businesses, adults ages 25-54, Hispanic and African American audiences. Two outdoor billboard designs were created to support the campaign. Both designs prominently featured the Quitline phone number to motivate viewers to call for assistance with quitting.

Recognizing the resurgence of comic book popularity among youth, the campaign partnered with DC comics, the largest English language publisher of comic books in the world, to create “No Smoke Without Fire”. The custom comic book features the JUSTICE LEAGUE Super Hero team and empowers youth to avoid the dangers of tobacco and secondhand smoke. The books were distributed to middle school classes across Florida, at Free Comic Book Day and at other events.



TV, Radio, Print and Outdoor Advertising

2008 Tobacco Free Florida Creative Executions

(E= English, S= Spanish, C= Creole)

Medium	Creative Execution	Target Audience/Message	2008 Launch Month	Language(s)
TV	“Catch”	Adult Cessation	February	E, S
	“Buckle Up”	Secondhand Smoke	May	E, S
	“Hero”	Youth & Young Adult Prevention	June	E, S
	“Working Man”	Adult Cessation	December	E
	“Mirror”	Prenatal Cessation	December	E
Radio	“I Don’t Care”	Adult Cessation	February	E, S, C
	“I Care”	Youth Prevention	February	E, S
	“Crowd”	Young Adult Prevention	April	E, S, C
	“Options”/ “Quitter”	Adult Cessation	April	E, S, C
Print	“We Care Insert”	Small Business/ Secondhand Smoke	May	E
	“Burning Hat”	Blue Collar Workers/ Secondhand Smoke	May	E
	“Tie Shredder”	White Collar Workers/ Secondhand Smoke	June	E
	“Chocolate”/ “Ice Cream”	Youth & Young Adult Prevention/Flavored Tobacco	August September	E
	“Hourglass”	Young Adult Prevention	September	E
	“Jawbreaker”/ “Dribbles”	Smokeless Prevention	May September	E
	“Better Than”	Youth Prevention	May	E
	“Murder”	Adult Cessation	April	E, S
	“Lung”	Cessation/Chronic Disease	August	E
	“No Smoke Without Fire”	Youth Prevention	April	E
Outdoor	“Car Crashes”	Young Adult Cessation	April	E
	“Quitline”	Adult Cessation	April	E

Online

The Tobacco Free Florida Web site, www.tobaccofreeflorida.com launched in February 2008. The site served as a focal point for the entire campaign and was a comprehensive resource for both tobacco users and non-tobacco users. Other online initiatives include:

Microsites: Microsites are “minisites” that are linked to and supplemental to the campaign’s main site. The following microsites were developed to provide pertinent information to many of the campaign’s specific target audiences:

- o Parents of youth ages 11-17 microsite: parents.tobaccofreeflorida.com
- o College Student microsite: smokifier.tobaccofreeflorida.com
- o Straight to Work microsite: qwitter.tobaccofreeflorida.com
- o Teen microsites: Facebook & myspace.com/tobaccofreeflorida
- o Youth microsite: smokefreesongs.tobaccofreeflorida.com

Media Hub: An online “media hub” developed as a tool to increase communication, provide campaign materials and coordinate campaign initiatives with the Department’s community based and AHEC partners. The campaign’s media hub provides stakeholders with a wide variety of electronic images, video, and audio files available for download. Stakeholders can also see the campaign’s calendar of events and even post events that will be held in their area. The site serves as a comprehensive library for all campaign elements.

YouCare Contest: The YouCare contest on YouTube.com allowed users to post videos about why they care about the harmful effects of tobacco. The contest winner and top 25 video entries were shown on the first ever statewide On-Demand channel devoted exclusively to the campaign, reaching more than two million cable subscribers.

Display Ads: Prevention and cessation online display ads were produced and created brand presence on major Web sites with placements in specific targeted sections based on target audience characteristics.



CIGARETTE SMOKING CAUSES AN ESTIMATED 438,000 DEATHS EACH YEAR.

CLICK HERE TO LEARN MORE.



Public Relations

The public relations strategy included a multi-pronged push to generate buzz, press coverage and consumer awareness for the campaign. Public relations activities included: traditional press outreach, editorial pushes, news bureau/media outreach, speakers bureau development, media training, press kit development, online newsroom development, press releases, community relations, media monitoring/tracking, strategic partnerships/co-brands development, and community events/promotions. Special activities were coordinated in conjunction with National Tobacco Observances.

Sports Partnerships

Athletics partnership efforts included the promotion of Tobacco Free Florida via promotional spots featuring high profile coaches and athletes from the Tampa Bay Rays, Tampa Bay Lightning, Florida Panthers, Miami Heat, Orlando Magic, Miami Dolphins, Florida State University, University of Florida, Bethune Cookman University and Florida Agricultural and Mechanical University. Other college sponsorships include: University of South Florida, University of Central Florida and University of Miami. Tobacco Free Florida successfully partnered with FSN/Fox Sports, specifically Florida's Major League Baseball teams Tampa Bay Rays and Marlins. The partnership included Tobacco Free Florida player IDs, jumbotron ads, in-stadium signage, radio and TV spots run in every game throughout the season. A 30-minute TV special, "UNDER THE LIGHTS®: I CARE" premiered on FSN Florida in June. The show, an estimated added value of \$500,000, provided an in-depth look at the campaign and the role that the Tampa Bay Rays and Florida Marlins played in spreading the campaign's message.



Community Events

Two "Smokifier" vans, staffed by the "Street Team", were developed to address the need for an outreach vehicle that would travel to communities across Florida to spread the campaign message directly to consumers and to show Floridians the physical effects of smoking over time. The team and vans were deployed to large and small scale events reaching specific demographics (including, but not limited to, health fairs, motocross events, rodeos, monster truck events, colleges, family fun days, concerts and festivals in order to reinforce the campaign's message and interact with Floridians in their communities.

The brightly wrapped vans feature appealing graphics and were equipped with age-progression technology that changes an individual's physical features. Visitors are seated in an awning-covered booth outside of the van, where their photo is taken and then "smokified". The age-progression software produces a photo card with three side-by-side images, which depict the potential differences between facial characteristics after 20 years of smoking versus 20 years of living tobacco-free. The Smokifier changes an individual's physical features to match the known effects of long-term smoking and common changes that occur during the natural aging process (i.e. wrinkles). The photo card is inserted into a photo keepsake holder, which says "I've Been Smokfied" and serves as a reminder to stay or become tobacco free.

In 2008, the Smokifier van and Street Team staff participated in 116 events, physically covering more than 60% of the state. Total attendance at all events surpassed 2.6 million and the team directly interacted with more than 55,000 individuals, 12 Students Working Against Tobacco (SWAT) teams and tobacco prevention specialists from county health departments.

Imagine if a thirteen year old female visits the Smokifier at a local event in her community. She could literally walk away from the van knowing what she would look like at the age of 33 as a smoker and at the age of 33 as a non-smoker. The impact of this reality (specifically from a vanity standpoint) hits the female hard, as it does with most Smokifier visitors. The photo keepsake and other education information received at the visit will serve as a powerful reminder for not only the young female, but also for her family and friends.



Campaign Effectiveness & Evaluation

The Tobacco Free Florida campaign exceeded all expectations. The Zimmerman Agency cooperatively works with the Florida Department of Health, Tobacco Advisory Council, tobacco prevention specialists, community based organizations, SWAT organizations, American Cancer Society Quitline and other stakeholders on an ongoing basis.

Throughout the course of the year, many corporate and public partners helped by joining the Tobacco Free Florida cause. Partners such as DC Comics, the Florida High School Athletic Association, FSN/Sun Sports, Wal-Mart, and the YMCA helped broaden the reach of the campaign's key messages and contribute to the campaign's success.

Since the launch of the Tobacco Free Florida campaign, over 86,000 radio and 88,000 television spots have aired. Of those spots, over 43,000 radio spots and 44,000 television spots aired at no charge to the department. Radio and television media buying was strategically purchased based on rating levels (percentage of the total potential audience who are exposed to a particular media). To ensure maximum audience exposure, primetime programming and high profile sponsorships (sponsor of American Idol, Superbowl XLVII, Latin Grammy Awards) were negotiated and purchased. Online and social networking advertising efforts have resulted in over 442 million impressions, over 6,500 friends on MySpace and 51,000 fans on Facebook. Public relations efforts generated media placements in traditional and non-traditional media throughout Florida, including 603 print, online, broadcast and radio stories featuring Tobacco Free Florida across the state. The campaign Web site had 267,577 visits in 2008.

Free (earned) media was a standard for the Tobacco Free Florida campaign. One for one no charge spots were negotiated with all media partners as well as other added value components. The campaign's reach was essentially doubled (every media dollar spent was matched) with leveraged added value. In a six month time-frame (January – June 2008), Tobacco Free Florida received over an estimated \$11 million in free added value campaign components:

- TV – \$5,585,272 estimated value, including one for one no charge spots
- Radio - \$3,280,295 estimated value, including one for one no charge spots
- Online - \$982,387 estimated value
- Public Relations - \$1.7 Million estimated value

Evaluation information from The University of Miami, Miller School of Medicine will be available in 2009.

Cessation Interventions

Florida Cessation Quitline

The American Cancer Society's \$4,553,017.00 contract to provide telephone-based cessation services, otherwise known as the Quitline, was renewed in July 2008. The Florida Quitline is a clinically proven free telephone-based counseling service offered to Floridians at 1-877-U-CAN-NOW. The American Cancer Society contract includes providing counseling services for a maximum of 32,400 clients who go through the "basic" intake/referral/self help process, and of those, 29,160 may receive "advances" counseling/referral/self help services. Counseling and materials are available 24 hours a day in English and Spanish with translation services for other languages. Professional Data Analyst, Inc. evaluates the Quitline contract and reports all evaluation data including quit rates.

Quitline Overview

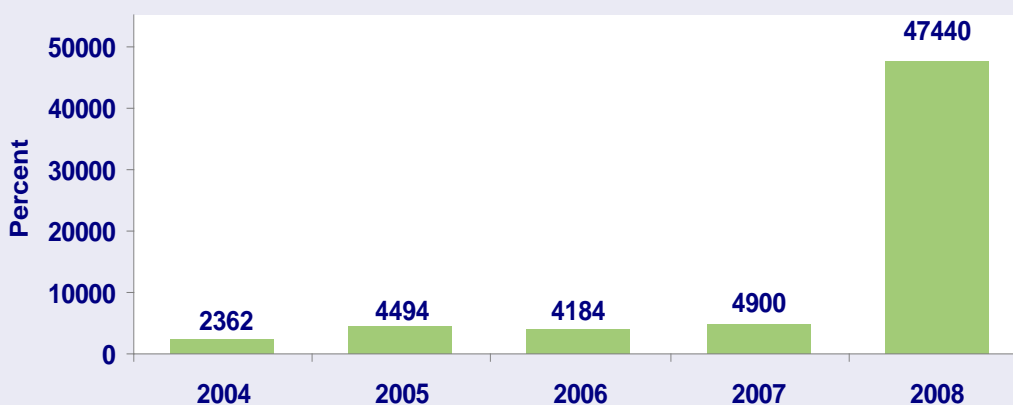
The Quitline offers individualized counseling and support to any Floridian who is ready to quit using tobacco. The services provided to Quitline callers include free cessation counseling by specially trained counselors who coach callers for up to five pro-active sessions (eight for pregnant women) to make a plan to quit, select a quit date, and offer tips on how to overcome urges to smoke. Two booster sessions are available when requested. The Bureau of Tobacco Prevention Program offered a limited supply of free nicotine replacement therapy (NRT) to help smokers in their quit attempt, and 26,677 callers, who met medical screening and income eligibility requirements, took advantage of receiving four to eight weeks of NRT. Quitline evaluators conduct follow-up calls with counseled smokers after several months to see if they have successfully stayed tobacco-free or to provide additional information on making another quit attempt.

"Florida has one of the best Quitline programs in the country and is one of only a few states that offers free NRT. This level of service illustrates the high level of dedication to reducing tobacco use and, consequently, decreasing secondhand smoke exposure" - Cameron Smith, American Cancer Society Quitline Account Manager.

Quitline 2008 Highlights

Over 34,000 smokers called the Quitline in a three month period and over 47,000 called throughout the year. Calls to the Quitline were highest during Tobacco Free Florida's campaign promotion period. The results of the campaign are among the best the American Cancer Society has ever seen as they were able to reach such a large percentage of the smoking population in Florida in such a short period of time.

Number of Quitline callers by calendar year, 2004-2008



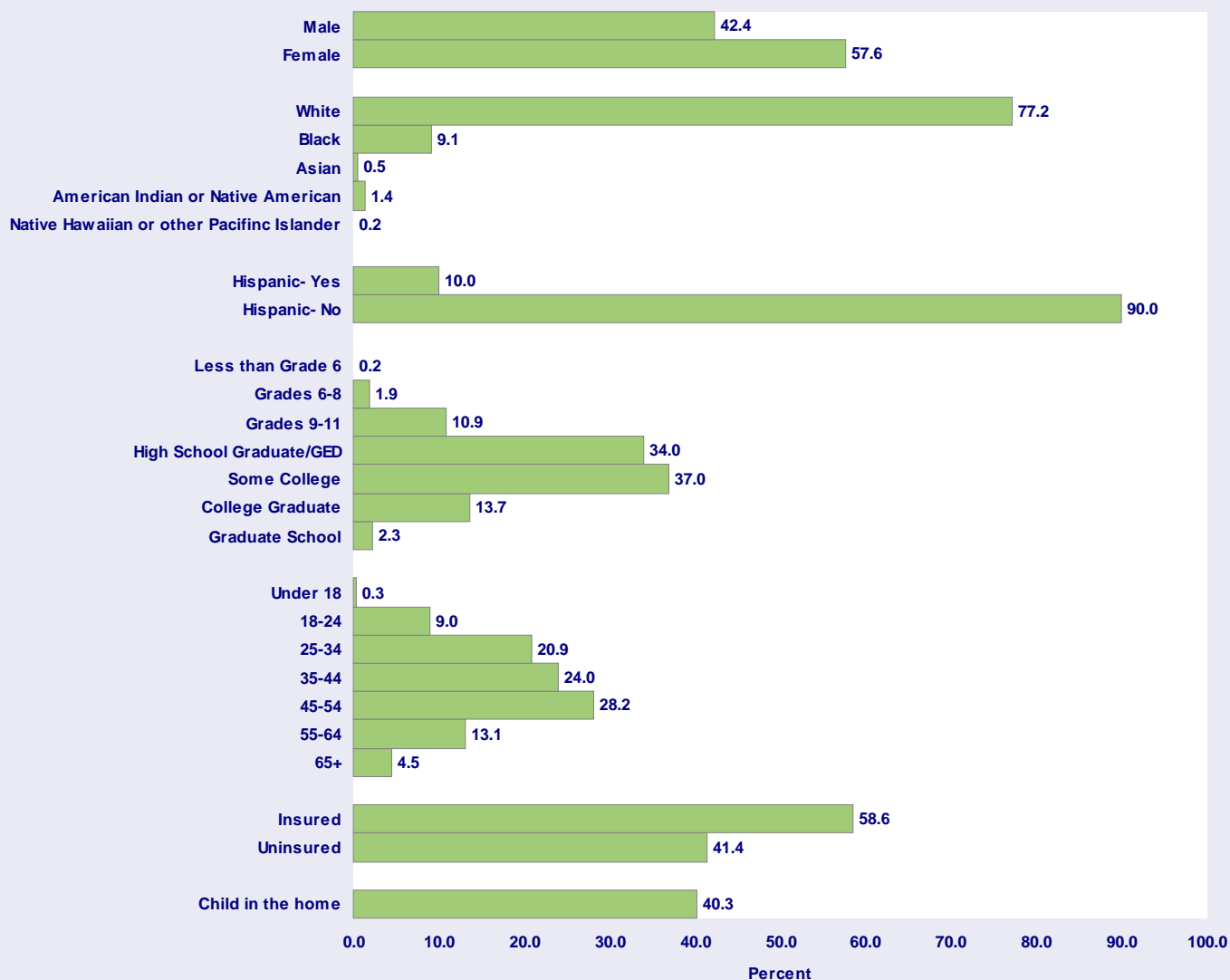
The Quitline experienced small increases in call volume from 2004 to 2007, but has seen call volume rise to record levels during the Tobacco Free Florida campaign in 2008.

The Quitline surpassed CDC benchmarks for percentage of callers accepting telephone counseling cessation services. The CDC Best Practice Guidelines state that when NRT is provided and made easily available to Quitline callers, 75% of callers will accept telephone cessation counseling services. The Quitline has already surpassed this goal; in 2008, 84.2% selected counseling.

The Quitline is serving callers who would benefit from cessation assistance. At the time of first call nearly all callers use tobacco daily, over 3/4 are highly addicted to nicotine, and the largest proportion smokes between 20 and 29 cigarettes per day. Over half have tried to quit during the previous year but were unsuccessful. These users who would have a difficult time quitting on their own and would benefit from the counseling and support that the Quitline provides.

The Quitline is serving tobacco users who are ready to quit and who believe they will succeed. The vast majority of tobacco users who call the Quitline and request counseling report being ready to quit within the next 30 days. In addition, about half of callers rate their chance of quitting successfully as high (90%-100% chance of success).

Demographics of Quitline callers, 2008 Quitline intake data



Cessation Interventions

Area Health Education Centers Cessation and Health Professional Training

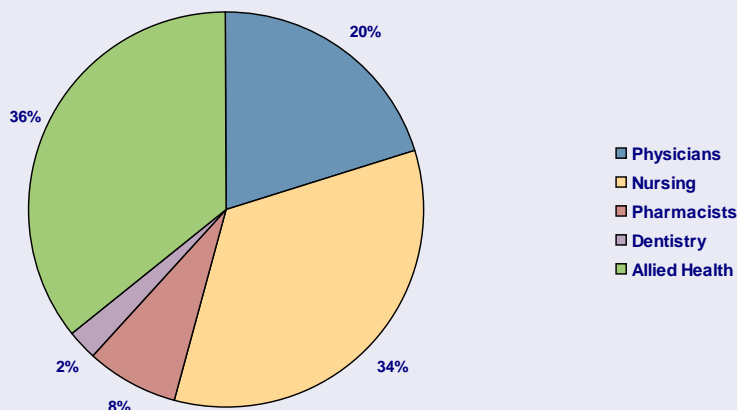
The Florida Area Health Education Centers (AHEC) Network is comprised of five AHEC Programs at the Colleges of Medicine at Florida State University, Nova Southeastern University, University of Florida, University of South Florida, and University of Miami and ten affiliated not-for-profit AHEC Centers serving all 67 counties of the state. During the 2007 Legislative Session, the legislature appropriated \$10 million to the AHEC Network; \$6 million designated for conducting tobacco training programs and \$4 million for providing cessation services throughout the state. With the goal of strengthening the capacity of Florida's healthcare system to deliver effective tobacco use prevention and cessation services, AHEC trains the current and future healthcare workforce on evidence-based approaches and provides tobacco cessation classes that are readily available in all of Florida's counties. AHEC's cessation classes and the Quitline offer complimentary cessation services. Floridians looking to end their addiction to tobacco have the option of utilizing free face-to-face classes or telephone-based counseling sessions, based on their preference.

The AHEC Network's extensive statewide infrastructure provided the foundation for rapid development and implementation of training and cessation programs. During the first full year of program implementation, AHEC trained nearly 7,000 practicing health professionals and over 10,000 health professions students and incorporated the prevention and treatment of tobacco dependency in the curriculum of nearly 50 colleges and universities. In addition, AHEC created tobacco cessation services at nearly 300 sites throughout Florida's 67 counties and implemented sustainable changes in the practices of private physicians, rural hospitals, community health centers, and other safety net sites. These health systems changes will insure that Floridians are routinely assessed for tobacco use and offered evidence-based interventions.

AHEC 2008 Highlights

Nearly 12,000 medical, nursing, pharmacy and other health professions students and community-based practitioners received AHEC tobacco training.

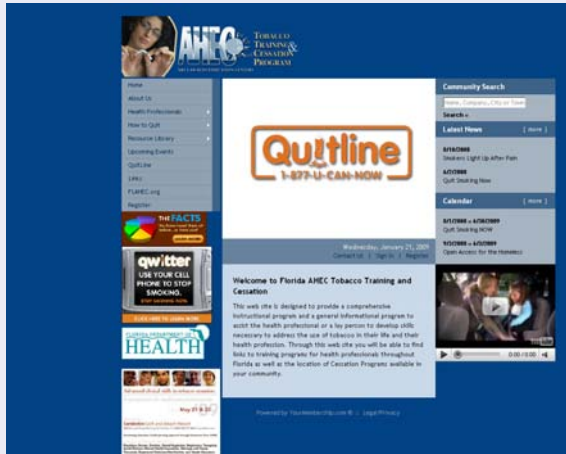
AHEC tobacco training for the current healthcare workforce, 2008



Tobacco education and advanced training was offered to current health professionals in many fields including medicine, nursing, dentistry, pharmacy, social work, and other allied health areas. Allied health workers comprised 36% of the workforce receiving training, followed by nurses at 34% and physicians at 20%.

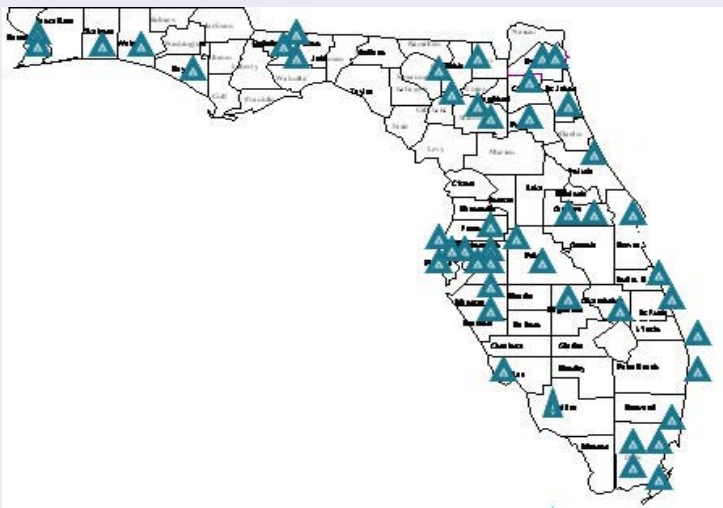
Area Health Education Centers

The AHECs utilized internet technology to reach health professionals and students to provide tobacco education and trainin

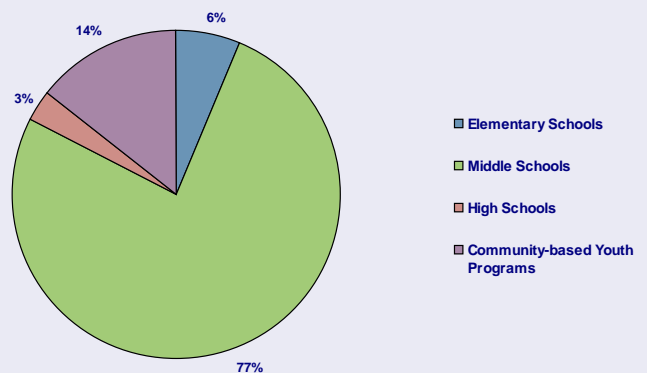


Health professions education programs at 30 colleges and universities located throughout the state incorporated AHEC tobacco training into the curricula of a wide range of disciplines. The map shows the locations of participating universities, colleges, community colleges and technical schools and their branch campuses.

AHEC tobacco prevention education reached nearly 75,000 youth from over 300 schools in 56 Florida counties. Of these youth, the majority, 77% were in middle schools. Another 14% of youth were reached in community-based youth programs.



AHEC tobacco use prevention for youth



Nearly 11,000 Floridians received cessation counseling at 219 AHEC cessation sites established in 64 counties., and over 6,000 tobacco users were referred to the Florida Quitline.

State and Community Interventions

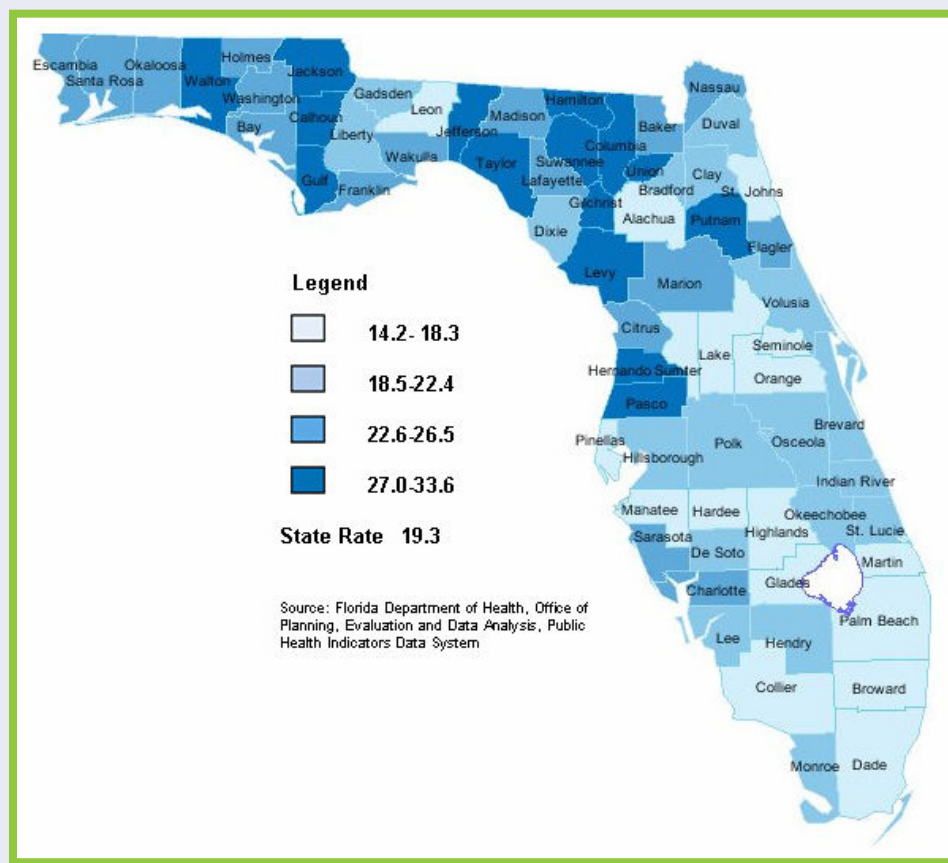
Community Interventions

During 2008 there were tobacco community intervention programs in all 67 counties. Programs were funded between \$100,000 and \$200,000 based on county population. Projects are currently being evaluated and in future years the Bureau will issue a call for funding incorporating evaluation data to perfect project performance. Each community intervention program was required to prepare a workplan and to address the goals of youth prevention, secondhand smoke protection, reduction of the burden of tobacco related chronic disease and reduction of tobacco disparities. Below are some examples of successful community programs.

Okaloosa County Health Department: In Okaloosa County, 24.0% of adults are current smokers, which is higher than the state rate of 19.3%. (BRFSS 2007). The county consists of large rural areas and some mid-size population centers such as Fort Walton Beach.

The county health department (CHD) has focused on creating strong partnerships with other health organizations to screen pregnant women for tobacco use and refer them to cessation services. Program staff were trained in the START protocol (Stop Tobacco: Assessment, Referring, and Treatment). In addition, tobacco cessation and Florida Quitline information packets were developed and distributed to all pregnant women visiting the CHD and to tobacco-using mothers who received home site visits. Over 2,000 Healthy Start clients alone were screened for tobacco use status. Health department staff were trained and delivered interventions to all tobacco users coming to the health department. This effort is a strong partnership with the North West Florida Area Health Education Center, Healthy Start and the WIC program.

Miami-Dade County Health Department: With a smoking rate of 15.4%, Miami-Dade ranks in the lowest 20% of Florida counties for smoking prevalence, but because of the county's huge population, the actual number of smokers is high (BRFSS 2007). The county health department tobacco program joined the Consortium for a Healthier Miami-Dade and created the Tobacco-free Workgroup with the goal of decreasing smoking and reducing exposure to second-hand smoke in the community. The workgroup's mission is to educate, advocate and promote local activism against tobacco in accordance with a vision of a tobacco-free Miami-Dade.



Last year, lead by the Consortium, the City of Hialeah and the Miami-Dade County Health Department collaborated to host the 2nd Annual Youth Tobacco Summit at Goodlet Park and Theater on December 12th, 2008. Over 300 students, parents and community members attended the event. Speakers from local television, the University of Miami and students offered unique perspectives on tobacco use.

Activities were offered by the City of Hialeah Fire and Police Departments and representatives from the Florida Marlins and Miami Dolphins were in attendance. The Miami-Dade County Health Department will continue to partner with the City of Hialeah and are seeking to establish SWAT clubs in their community following the huge success of this event.

Hillsborough County Health Department: Hillsborough County's smoking rate is 22.1%, which falls in the mid range of Florida counties. Non-smoking adults are exposed to secondhand smoke at a rate of 14.98%, which reflects the state rate of 14.92%. In accordance with CDC Best Practices for Comprehensive Tobacco Control Programs, the community based program utilizes tobacco-free policies to reduce exposure to secondhand smoke. In addition, the program strives to support tobacco-free policies that motivate smokers to quit and change tobacco related social norms.

The Hillsborough County Tobacco Project and the Hillsborough County Tobacco Task Force operate through the Healthy Together Partnership. This partnership has facilitated the implementation of voluntary tobacco-free policies at four organizations within the county.

Tobacco-free policies were instituted on the campuses of the H. Lee Moffitt Cancer Center, Lowry Park Zoo, University of South Florida (USF) College of Public Health and College of Medicine campuses as well as Tampa Electric Company. Combined, these four policies will protect over 1.2 million employees and patrons from exposure to secondhand smoke. Tobacco-free campus/facility policies motivate smokers to quit, so cessation services at each of these sites were coordinated through partnership with Gulf Coast North AHEC. Development of the policies at each site provided opportunities for both tobacco staff at the Hillsborough County Health Department and tobacco advocates on the Task Force to educate community members about the harmful effects of secondhand smoke. Through public discussion about secondhand smoke, students and faculty at the USF campuses became stakeholders engaged in tobacco control and embraced their role in supporting policies that de-normalize tobacco use.

The Hillsborough County Health Department worked with Tampa Electric Company (TECO) to establish its tobacco free campus by scheduling Rick Bender to speak to TECO employees prior to the implementation of its tobacco free policy. Mr. Bender is a former smokeless tobacco addict and oral cancer survivor. He communicated the need for each person to quit tobacco use through his personal story and helped to gain employee support for the policy.

Broward County Health Department: In Broward County, 18.1% of adults currently smoke and 12.6% of non-smoking adults are exposed to secondhand smoke. These rates are in the low to mid range for Florida counties, however, like other south Florida counties, because of the large population the number of smokers is high.

In 2008, The Broward County Health Department collaborated with the American Lung Association to conduct the Freedom From Smoking® program. This is an evidence-based, seven week program where participants were recruited primarily through email. Classes were supported by the Area Health Education Center (AHEC) at Nova Southeastern University, which provided classroom space and funding to train Freedom From Smoking® facilitators

In 2008 the CHD held meetings with three local universities and colleges, Florida Atlantic University (FAU), Nova Southeastern University, and Broward College to discuss the creation of breathe easy smoke free zones on their campuses. FAU has created a breathe easy zone and is including the CHD tobacco prevention specialist on the university's wellness committee

Palm Beach County Health Department: In Palm Beach County, the smoking rate is 17.5% and the secondhand smoke exposure rate is 9.1%, both of which are in the low to mid range for Florida counties. However, like other south Florida counties, because of the large population the number of smokers is high. The county is geographically

large and contains both urban and rural areas. There are large numbers of non-English speaking residents.

In 2008, the Palm Beach County Health Department (CHD) partnered with the Prevention Center in the Department of Safe Schools, School District of Palm Beach County to offer the FACE IT (Families Acting Collaboratively to Educate and Involve Teens) program. FACE IT is an 8 week program that emphasizes the vital role of parents in supporting teens to live free of alcohol, tobacco and other drugs. In the area of tobacco prevention, FACE IT provided services to over 125 families. Of those families, 87% completed the program and the participating students were diverted from 1600 days of out-of-school suspension. This successful program continues to be offered at a local high school.

The CHD is active in cessation programs and secondhand smoke education. In 2008 the Open Airways program, an asthma management program for children ages 8-11, was conducted at 20 elementary schools and 410 students participated. After participating in the program, 78% of the students recognized secondhand smoke as a trigger for asthma attacks and reported they made efforts to physically remove themselves from smoke. There are plans to deliver this popular program to an additional 40 elementary schools in 2009.

Ten youth facilitators were trained in six high schools to deliver “Not On Tobacco”, a teen cessation intervention program to volunteer student smokers. In 2009 an additional five new high schools will offering the “Not On Tobacco” program. Additionally, during national Kick Butts Day, the CHD supported events throughout Palm Beach county and garnered written no smoking pledges from over 500 youth.

Throughout 2008, tobacco CHD staff provided clients with Quit Packets which include Florida Quitline information and other cessation help aids for smokers. Over 470 smokers received Quit Packets to assist them and their families in quitting smoking and over 1,000 clients were screened for smoking. Health Department staff at seven sites were trained in tobacco intervention and methods for immediate referral of clients to the Quitline by using a fax referral form.

Lee County Coalition for a Drug Free Southwest Florida: Approximately 1 in 5 adults (19.6%) smoke in Lee County, which is in the mid range for Florida counties, and 17.3% of non-smoking adults are exposed to secondhand smoke. This tobacco community intervention project has a well rounded program including youth prevention, cessation and targeting of disparate populations.

Informational materials about tobacco cessation and prevention have been developed in English, Spanish and Creole languages and distributed throughout the year at tobacco information outreach events at community centers, recreation centers, schools, and the county health department. During the outreach events tobacco prevention staff make a PowerPoint presentation about the harms of tobacco usage including secondhand smoke. Participants take test after the presentation to gauge their comprehension of the materials presented. They also receive information packets to distribute to family and friends. In 2008, 415 people participated in the outreach events.

The Lee County Coalition also conducts an innovative counter marketing contest for youth modeled after the American Idol television show. Youth participants prepare three songs, one of which must have an anti-tobacco message. Songs are judged by the audience and the three top winners are awarded 4 hours of recording time at a local recording studio. At the three events in 2008 there were 41 participants and 75 audience members.

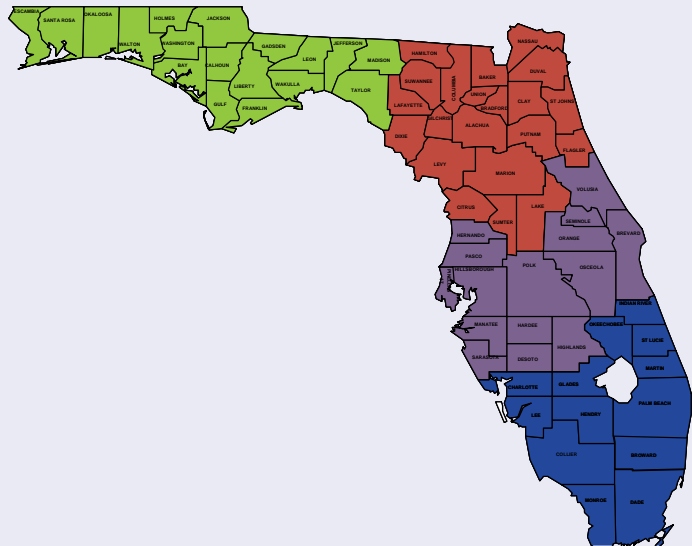
The coalition also partnered with Southwest Florida College and Memorial Health System to develop tobacco programming to offer as part of student wellness programs. The college enrolls 3,500 students and 125 students attended the kick off event. Many of the attendees completed lung capacity tests. Similar events are currently planned at Edison State College in Punta Gorda and Hodges University in Naples.

Administration and Management

The Bureau of Tobacco Prevention Program is housed within the Division of Health Access and Tobacco in the Department of Health. It is headed by a Bureau Chief, supervising 14 staff in Tallahassee.

There are four Regional Tobacco Prevention Coordinators who provide technical assistance to all counties within their regions (see map) and also manage community based intervention contracts awarded to county health departments within their regions.

Thirty nine county health departments have tobacco preventions specialists who work closely with the regional coordinators. The Bureau pays all or a portion of the salary of all tobacco prevention specialists.



Advisory Council Description, Role & Function

The Florida Tobacco Education and Use Prevention Advisory Council was created by Section 381.84, Florida Statutes, and meets four times per year. Members serve for three year terms and may serve for no more than two terms. The Council is chaired by the State Surgeon General and other members are appointed by various elected officials or designated by statute. This body performs the invaluable role of providing expert advice and direction to the program.

The Council works through three Subcommittees that meet monthly. Subcommittees concentrate on identified issues and make recommendations to the Council. Subcommittee minutes are posted on the Department Web site under Florida Tobacco Education and Use Prevention Advisory Council (<http://www.doh.state.fl.us/tobacco/TAC.html>). There were 27 Subcommittee meetings in 2008.

Youth Programs Subcommittee

This Subcommittee reviews and supports the youth prevention programs which are contained in the Community and State Interventions tobacco program component. Students Working Against Tobacco (SWAT) programs exist in many counties and the statewide SWAT organization is represented by a Youth Advisory Board.

Health Communications Subcommittee

This Subcommittee provides advice and makes recommendations on the media campaign component of the tobacco program. Zimmerman Inc., the current media contractor, participates in all Subcommittee meetings.

Surveillance and Evaluation Subcommittee

This Subcommittee provides advice and recommendations on surveillance and evaluation activities. Current surveillance and evaluation contractors participate in Subcommittee meetings as requested.

Surveillance and Evaluation

The Bureau has established a surveillance and evaluation system to guide the program and policy direction, ensure accountability and evaluate the effectiveness of the program in meeting the goals of reducing the prevalence of tobacco use, reducing per capita tobacco consumption and reducing exposure to secondhand smoke.

Statewide surveillance includes the Florida Adult Tobacco Survey (FLATS), the Florida Youth Tobacco Survey (FYTS), the Behavioral Risk Factor Surveillance System (BRFSS) and the Pregnancy Risk Assessment Monitoring Systems (PRAMS). These data allow the Bureau to measure tobacco use and changing trends among Floridians, knowledge and attitudes about tobacco and tobacco control policies. The data are also used to monitor progress toward achieving long-term programmatic goals. These efforts are primarily in-house functions and much of the Bureau's surveillance efforts have been ongoing since 1998.

Evaluation is used measure the overall impact of the comprehensive program, as well as to measure the ability of each component to achieve its goals and objectives. Another benefit is the ability to monitor the level of exposure among Florida's target populations to different programmatic interventions through population specific evaluation. In concert with statewide surveillance, evaluation data is used to document program effectiveness in achieving outcomes and provide ongoing feedback and options for modifying interventions to continuously improve outcomes.

After competitive bidding, four contracts were established with third party evaluation specialists to conduct surveillance and evaluation of the program components. Bureau staff, as with all contracts, works closely with the contracted evaluators to provide guidance and review of the contract deliverables. Evaluation contractors are required to document gaps and evaluate strengths of the program component being evaluated. Where appropriate, evaluation contractors are also asked to measure short term, intermediate, and long term outcomes.

Vendor	Program component evaluated	Annual Contract Amount
RTI, Inc.	Annual independent evaluation of all program components	\$2.24 million
Professional Data Analysts, Inc.	Florida Quit-for-Life line and associated media	\$451,000
University of Miami	Media campaign	\$1.2 million
Robertson Consulting Group, Inc.	Community-based tobacco prevention and control initiative	\$80,000

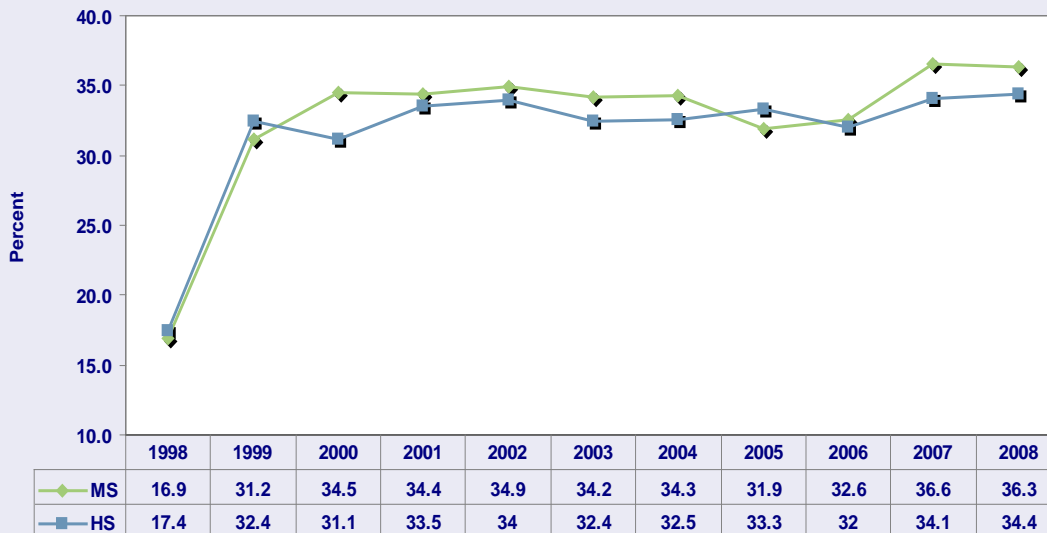
In the following pages, surveillance data are presented under the goal areas of preventing initiation, promoting cessation, eliminating secondhand smoke exposure and reducing tobacco-related health disparities. Data presented are the most recent available and are from the following sources:

- 1) 2008 Florida Adult Tobacco (FLATS);
- 2) 2008 Florida Youth Tobacco Survey (FYTS);
- 3) 2007 Behavioral Risk Factor Surveillance System (BRFSS);
- 4) 2005 Pregnancy Risk Assessment and Monitoring System (PRAMS);
- 5) 2008 Florida Department of Business and Professional Regulation Cigarette Sales data; and
- 6) 2008 Florida Clean Indoor Air Act call data



Youth Attitudes and Behavior toward Tobacco

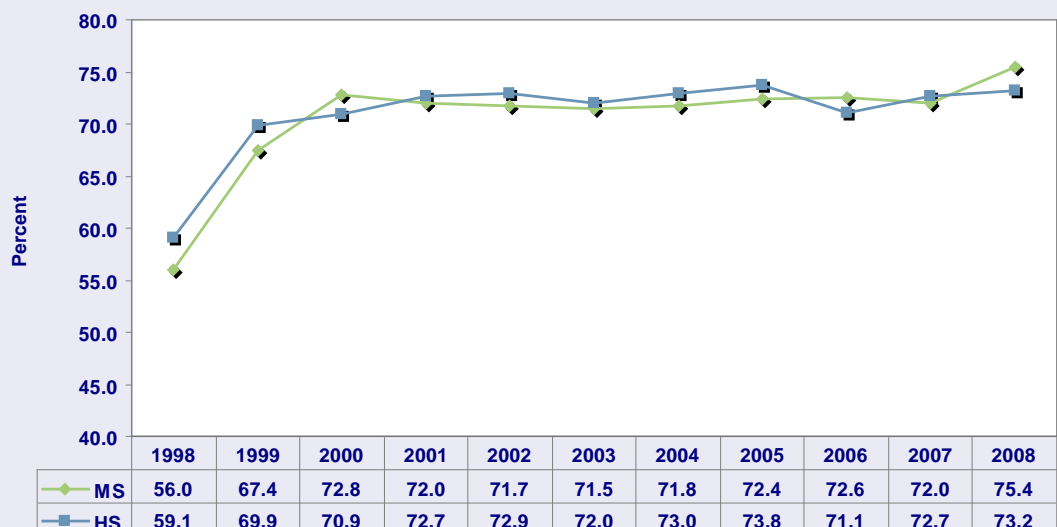
Percentage of middle school and high school youth who definitely do not think young people who smoke cigarettes have more friends, FYTS 1998-2008



According to the Florida Youth Tobacco Survey, the percentage of students who definitely do not think that young people who smoke cigarettes have more friends increased significantly from 1998 to 1999. From 1999 to 2008, the trend has remained flat.

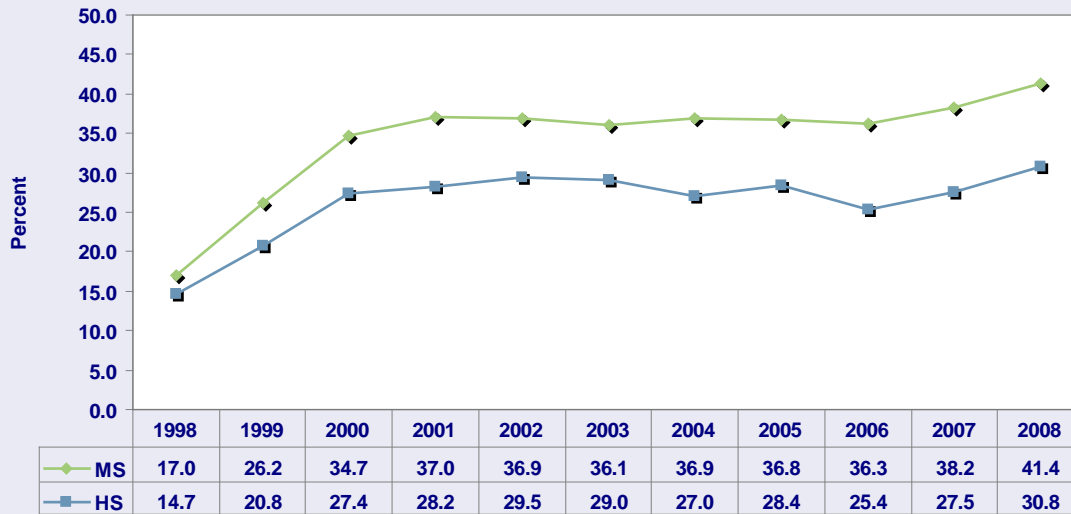
The percentage of middle school students who definitely do not think that smoking cigarettes makes young people look cool or fit in increased significantly from 1998 to 2000, but did not change thereafter. Similarly, the percentage of high school students expressing this belief increased dramatically from 1998 to 1999 but the percentage has not changed appreciably since 1999.

Percentage of middle school and high school youth who definitely do not think smoking cigarettes makes young people look cool or fit in, FYTS 1998-2008



Goal Area One: Prevent Initiation

Percentage of middle school and high school youth who definitely do not think that smoking cigarettes helps people feel more comfortable in social activities, FYTS 1998-2008

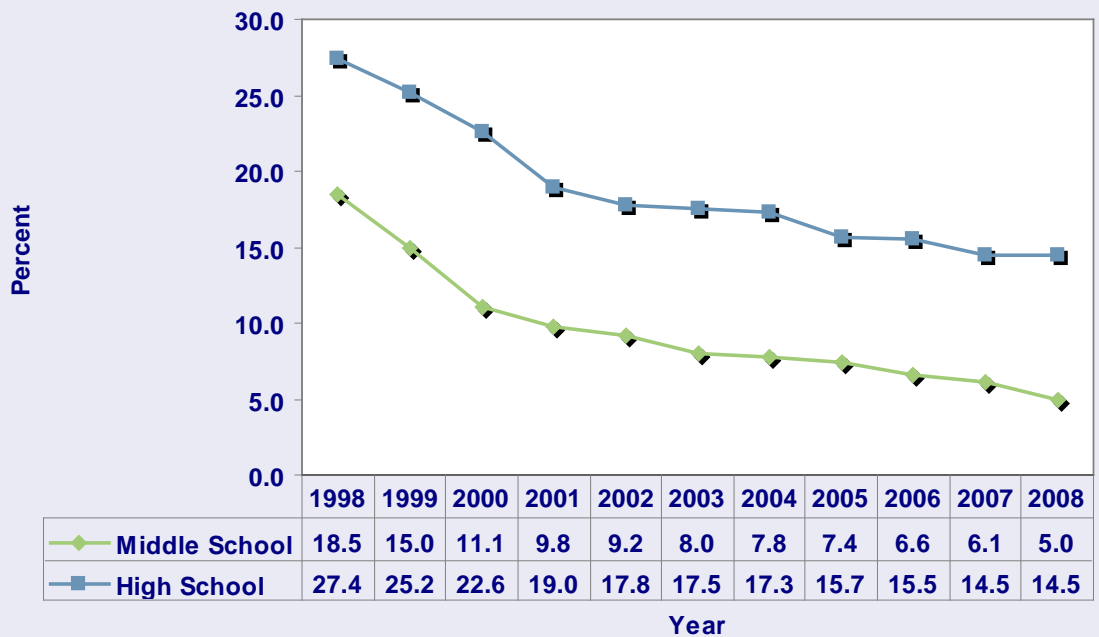


Between 1998 and 2000, the percentage of Florida students who definitely do not think that smoking cigarettes helps people feel more comfortable in social situations increased significantly. There has been no significant increase in this belief since 2000.

Youth Tobacco Use

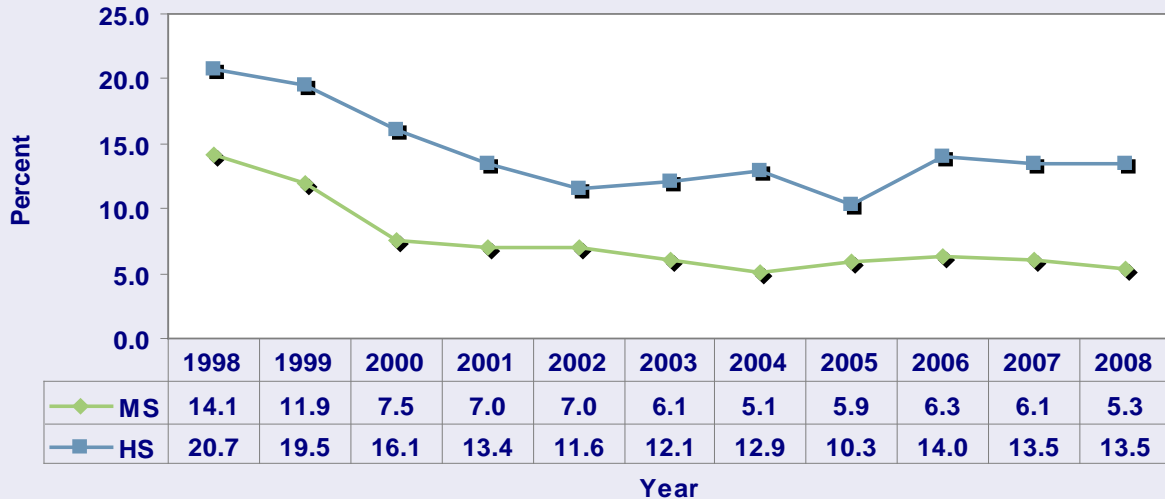
Percentage of middle school and high school youth who currently smoke, FYTS 1998-2008

According to the Florida Youth Tobacco Survey (FYTS), youth smoking declined dramatically between 1998 and 2001. However, reductions in middle school and high school smoking have slowed in recent years. In 2008, the percentage of students who reported that they had smoked cigarettes once in the past 30 days decreased to 5% among middle school students and remained steady among high school students at 14.5%.



Goal Area One: Prevent Initiation

Percentage of middle school and high school youth who currently smoke cigars, FYTS 1998-2008



In 2008, 5.3% of middle school students and 13.5% of high school students smoked cigars at least once during the past 30 days. Since 1998, the prevalence of current cigar smoking has decreased by 62.4% among middle school students. From 1998 to 2002, the prevalence of this behavior decreased significantly among high school students, but from 2002 to 2008, this prevalence increased significantly by 16.4%.

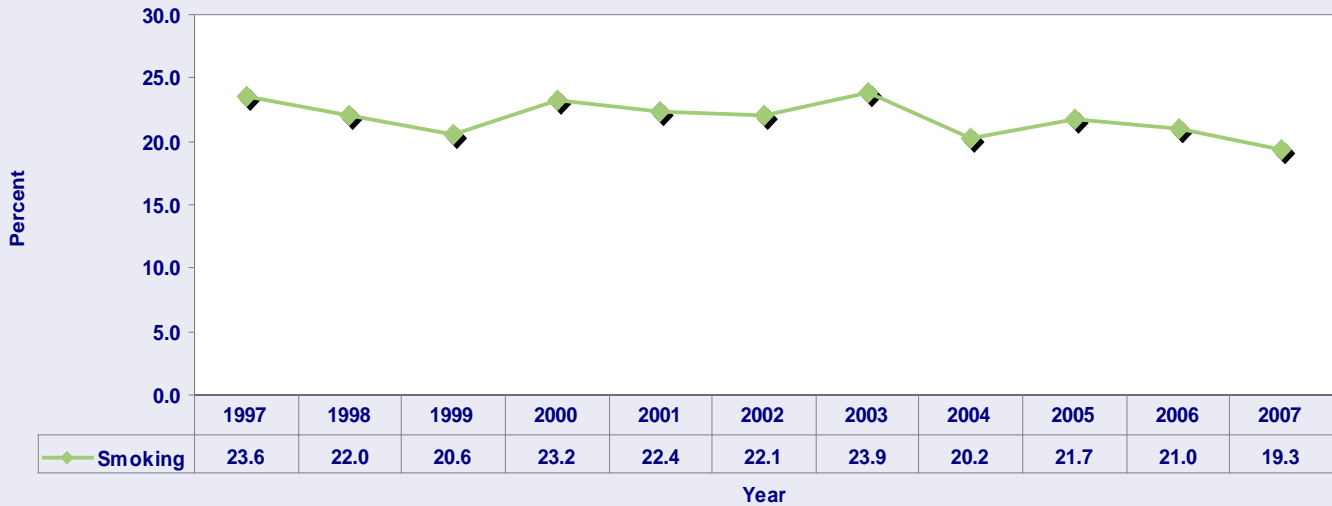
Current smokeless use among middle school and high school youth, FYTS 1998-2008



In 2008, 3.0% of middle school students and 6.0% of high school students used smokeless tobacco at least once during the past 30 days. Since 1998, the prevalence of current smokeless tobacco use has decreased by 55.2% among middle school students. From 1998 to 2002, the prevalence of this behavior decreased significantly among high school students, but from 2002 to 2008, this prevalence increased significantly by 30.4%.

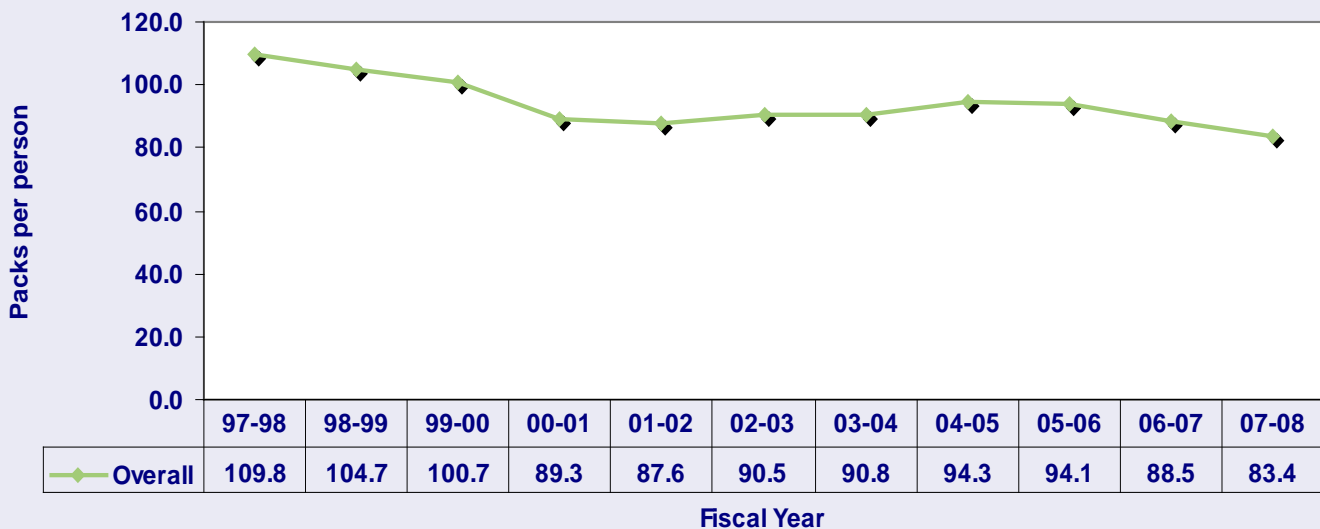
Adult Tobacco Use

Percentage of Florida adults who are current smokers, BRFSS 1997-2007



Adult smokers are defined as those who have smoked at least 100 cigarettes or more in their lifetimes and who smoke currently on some days or everyday. Data from the Behavioral Risk Factor Surveillance System show that adult smoking prevalence in Florida has remained steady for over 10 years.

Packs of cigarettes sold annually per person >18 in Florida, 1997-2008



Florida has made progress in reducing annual per capita cigarette sales for adults over 18. In fiscal year 1997-98, approximately 109.8 packs were sold per adult in Florida and in fiscal year 2007-2008, that number declined to 83.4 packs per adult.

Goal Area Two: Promote Cessation

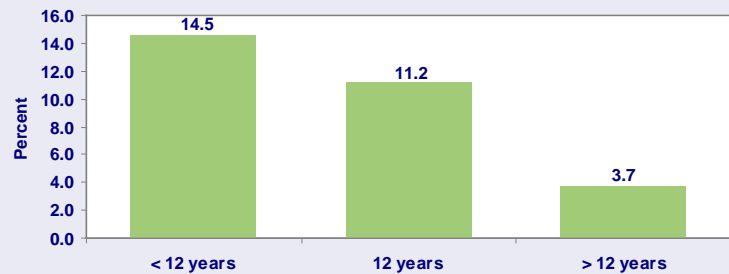
Percentage of women who smoked during pregnancy, Florida PRAMS 1993-2005



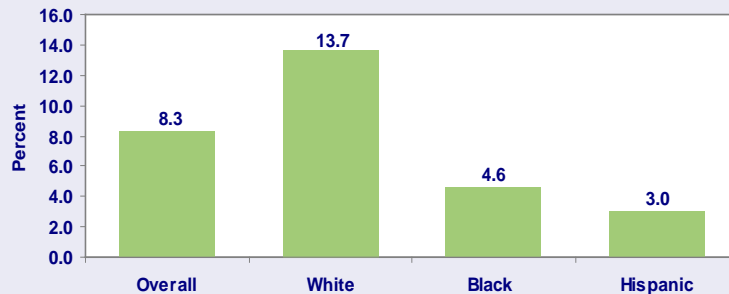
According to the most recent Pregnancy Risk Assessment Monitoring System (PRAMS), in 2005, approximately 1 out of every 12 Florida women smoked during pregnancy.

Several demographic groups reported a prevalence of smoking during pregnancy that was higher than the state average. Among women ages 20-24, 11.0% smoked while pregnant as did 13.7% of Non-Hispanic White women. Of women with less than 12 years of education, 14.5% reported smoking while pregnant and those with a household income of \$15,000 or less also had a higher prevalence at 12.8%.

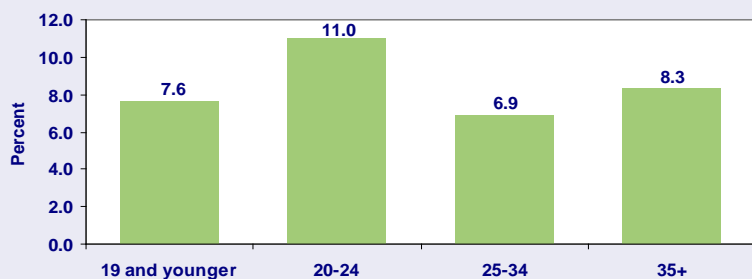
Percentage of women who smoked during pregnancy by years of education, PRAMS 2005



Percentage of women who smoked during pregnancy by race/ethnicity, PRAMS 2005



Percentage of women who smoked during pregnancy by age, PRAMS 2005



Goal Area Two: Promote Cessation

Percentage of adult smokers who have quit for one or more days in the past 12 months, FLATS 2003-2008

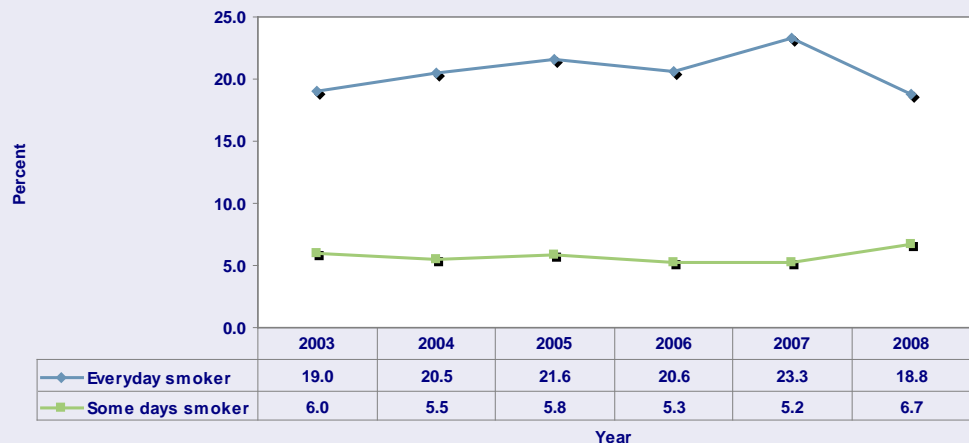


The percentage of adults who made a quit attempt has increased from 2003 to 2008. In 2008, one out of every two smokers tried to quit smoking for a day or longer.



Average number of cigarettes smoked by everyday and some days smokers, FLATS 2003-2008

In 2008, adults that smoke everyday reported smoking an average of 18.8 cigarettes per day in the past month. This is a decrease from the average of 23.3 per day reported in 2007. Adults that smoke some days reported consuming an average of 6.7 per day in the past month- far fewer than everyday smokers, but an increase from the 2007 average of 5.2 cigarettes per day.



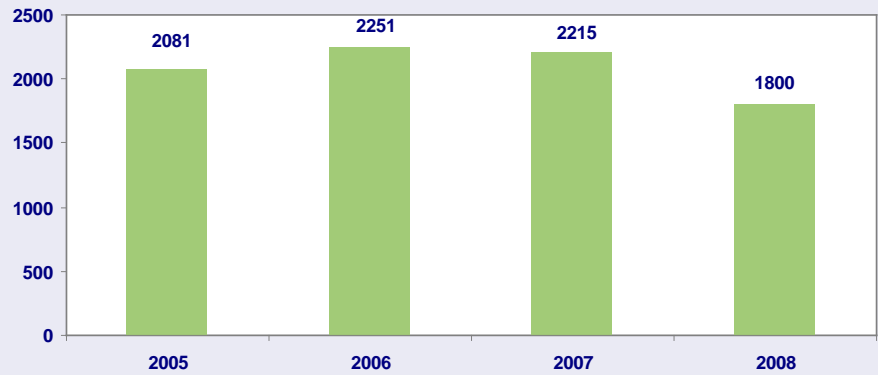
Goal Area Three: Eliminate Secondhand Smoke Exposure

Florida Clean Indoor Air Act

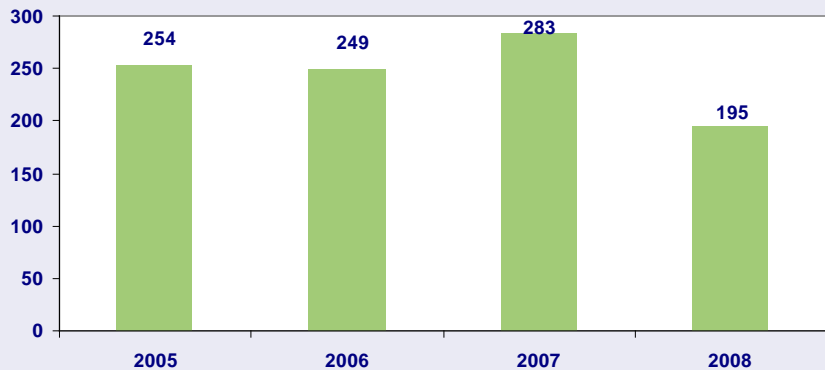
Smoking became prohibited in enclosed indoor workplaces on July 1, 2003, with specific exceptions. The smoking prohibition was a result of the passage of Amendment 6 to the Florida Constitution in November 2002. The purpose of the Florida Clean Indoor Air Act is to protect people from the health hazards of secondhand tobacco smoke and to implement amendment 6 (Section 20, Article X). The Bureau of Tobacco Prevention Program is responsible for enforcement of the Florida Clean Indoor Air Act (FS 386) at all facilities not licensed by the DBPR.

In 2008 the Bureau received 1,800 toll-free calls, responded to 195 complaints, and collected \$10,000 in fines from locations in 39 counties. In addition, Bureau staff responded to over 61 written inquiries for information and provided education and technical

Florida Clean Indoor Air Act, 800 number calls, 2005-2008



Florida Clean Indoor Air Act, complaints received, 2005-2008



Florida Clean Indoor Air Act, administrative fines, 2005-2008



Goal Area Three: Eliminate Secondhand Smoke Exposure

Percentage of Florida adults exposed to secondhand smoke at home, FLATS 2003-2008



Secondhand smoke exposure in Florida's homes decreased by half from 2003 to 2007. From 2007 to 2008, the number of Floridians reporting someone smoking in the home in the past seven days increased from 9.8% to 10.8%.

Percentage of Florida adults exposed to secondhand smoke in the car, FLATS 2003-2008

Secondhand smoke exposure in Florida's cars has decreased by almost 40% from 2003 to 2008. From 2007 to 2008, the number of Floridians reporting someone smoking in the home in the past seven days decreased from 19.0% to 17.5%. In spite of the decrease, more Floridians are exposed to secondhand smoke in the car than in the home or at work.



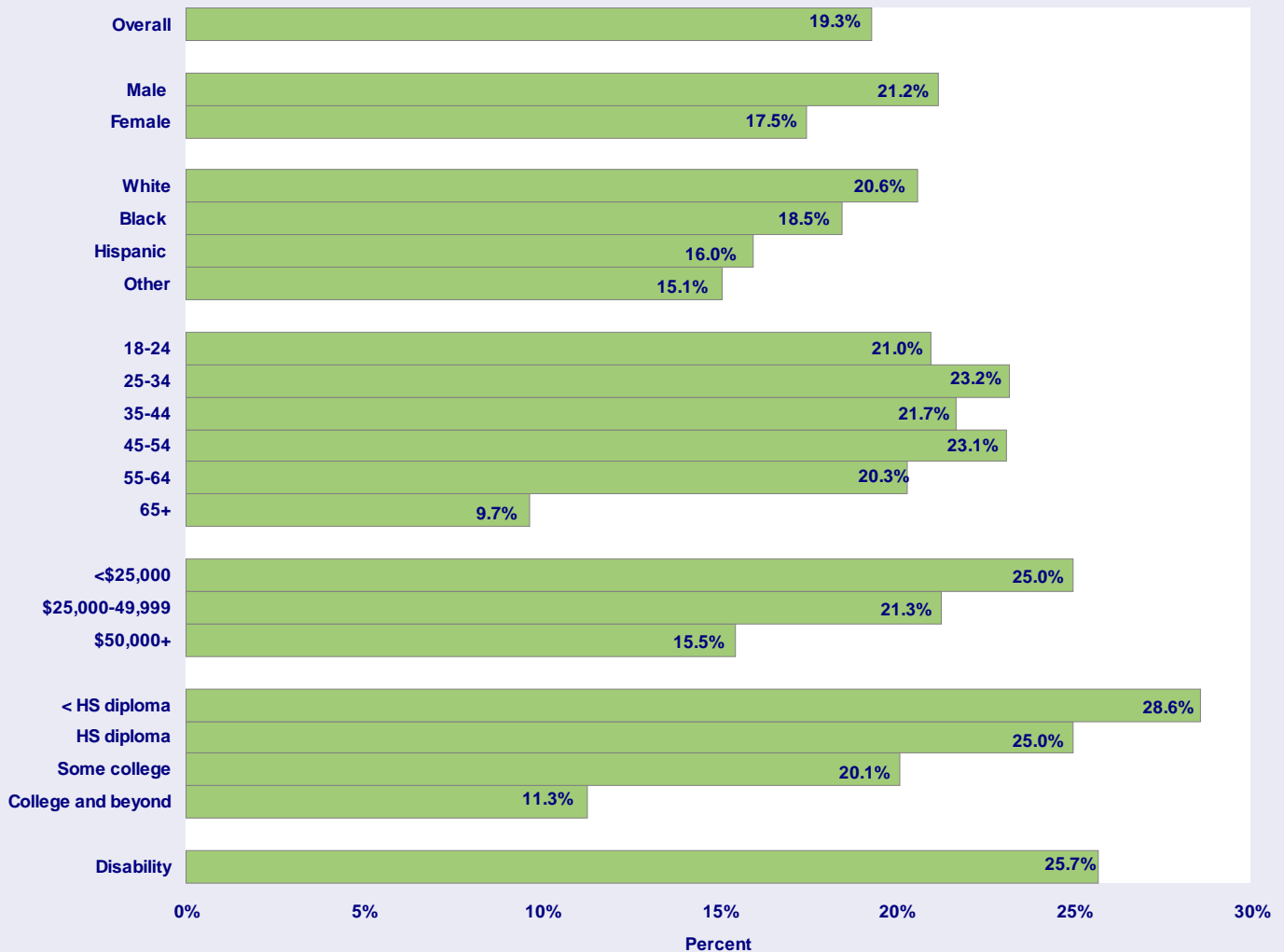
Percentage of Florida adults exposed to secondhand smoke in the workplace, FLATS 2003-2008



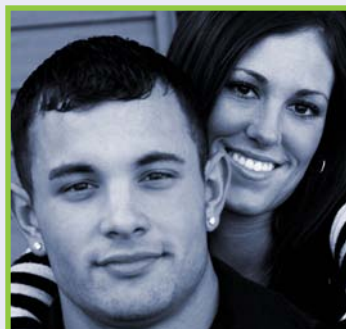
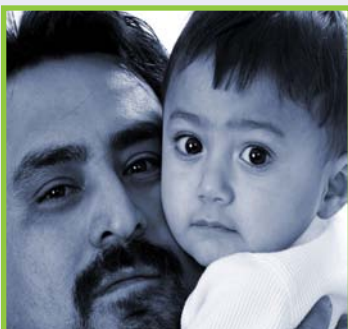
From 2007 to 2008, the number of Floridians reporting someone smoking in the workplace in the past seven days decreased from 11.3% to 7.1% in 2008. The 2008 data represent the smallest percentage of reported secondhand smoke exposure in the workplace since FLATS data collection began in 2003.

Goal Area Four: Reduce Tobacco-Related Health Disparities

Percentage of Florida adults who are current smokers by demographic group, BRFSS 2007



According to the 2007 BRFSS, 19.3% of Floridians are current smokers. A number of Florida's demographic groups smoke at a significantly higher rate than state average. These include Floridians 45-54, those with an income less than \$25,000 per year, those with a high school diploma/ GED or less than a high school education and those with physical disabilities. In addition, Whites (20.6%) are more likely to smoke than those that identify their race/ ethnicity as Hispanic (16.0 %) or other (15.1%). Men are more likely to smoke than women (21.2 % vs. 17.5%). Floridians with an income of less than \$25,000 smoke at a higher rate than those with an income of greater than \$50,000 (25.5% vs 15.5%), and those with less than a high school diploma (28.6%) or a high school diploma/GED (25.0%) are more likely to smoke than individuals with some college (20.1%) or a college degree (11.3%).





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http://www.doh.state.fl.us/Tobacco/tobacco_home.html