



2009 Annual Report



Florida Department of Health
Bureau of Tobacco Prevention Program



Advances in Tobacco Prevention and Control

2009 was a positive year for the field of tobacco control nationally and in Florida. During the 2009 Florida Legislative session, the American Lung Association, the American Cancer Society and the American Heart Association provided tremendous support to pass an increase of \$1.00 per pack surcharge on cigarettes. An equivalent increase applies to smokeless and pipe tobacco, but not cigars. Studies show that increasing the cost of cigarettes is the single most effective means of reducing the initiation of tobacco use by youth. The increase is expected to have a major impact on tobacco prevention efforts for youth and adults. With the increase, Florida's combined cigarette surcharge and tax goes from the sixth-lowest in the nation to the national average of \$1.34 a pack.

On the national level in April 2009, a \$0.62 federal tax increase in cigarettes went into effect. In June 2009, President Obama signed the Family Smoking Prevention and Tobacco Control Act into law. The law has the following provisions:

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- Creates a tobacco control center within the Food and Drug Administration (FDA) and gives the FDA authority to regulate the content, marketing, and sale of tobacco products.
 - Requires tobacco companies and importers to reveal all product ingredients and seek FDA approval for any new tobacco products.
 - Allows the FDA to change tobacco product content.
 - Calls for new rules to prevent sales except through direct, face-to-face exchanges between a retailer and a consumer.
 - Limits advertising that could attract young smokers.
 - Requires cigarette warning labels to cover 50 percent of the front and rear of each pack, with the word "warning" in capital letters.
 - Requires FDA approval for the use of expressions such as "light", "mild", or "low" that give the impression that specific tobacco products pose less harm.
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A Message from
the Florida State
Surgeon General,
Ana Viamonte-Ros,
MD, MPH

In 2008, 28,600¹ Florida adults died from their own smoking and another 2,570² nonsmokers died from exposure to secondhand smoke. Based on current data, national tobacco researchers predict that 369,000³ Florida children, now under age 18, will ultimately die prematurely from their own smoking or secondhand smoke. The Florida Department of Health's Bureau of Tobacco Prevention Program is working, along with its partners, to reduce all health hazards associated with tobacco use and exposure among Floridians, especially youth and young adults. Working collaboratively, these dire statistics will be changed as we respond to this devastating public health issue.

Since 2006, when Floridians passed the constitutional amendment to fund a comprehensive tobacco education and use prevention program based on the components of the Centers for Disease Control and Prevention's *Best Practices for Comprehensive Tobacco Control Programs*, the Department of Health has implemented a statewide, multi-faceted program to combat tobacco. Florida is one of the first states to enact a Clean Indoor Air Act and continues to partner with the Department of Business and Professional Regulation to educate businesses and enforce the law. The Bureau of Tobacco Prevention Program has provided free cessation counseling and nicotine replacement therapies through the Florida Quitline, rural hospitals and county health departments; managed a statewide tobacco prevention and cessation counter-marketing campaign; provided leadership and support for the nationally known Students Working Against Tobacco youth tobacco prevention initiative; funded and provided technical oversight for statewide community-based initiatives focused on policy changes related to tobacco use and prevention and funded independent professional evaluations of each program component and the overall program for quality improvement and effectiveness analysis.

The Department contracts with its partners, the Area Health Education Centers (AHEC), to deliver in-person tobacco cessation counseling to Floridians and training for health care professionals and students based on the *Clinical Practice Guidelines for Treating Tobacco Use and Dependence*. The AHECs also train on other skills for health care practitioners to successfully assess, evaluate, and treat tobacco use.

The Department meets quarterly with the Tobacco Education and Use Prevention Advisory Council to discuss program activities and receive advice on the overall operation of the program. Council members represent Florida's recognized experts in tobacco control and the Department is grateful for the passionate commitment to the effort.

The Bureau of Tobacco Prevention Program continues to work to protect people from the health hazards of using tobacco; to discourage use of tobacco, particularly among youth by reducing the prevalence of tobacco use among youth, adults and pregnant women; reducing per capita tobacco consumption; and reducing exposure to environmental tobacco smoke. We are pleased to outline the progress in this 2009 Annual Report and look forward to your continued support. We encourage anyone with an interest in tobacco use prevention to join our efforts.



Ana M. Viamonte Ros, MD, MPH
State Surgeon General

1 "The Toll of Tobacco in Florida". <http://www.tobaccofreekids.org/reports/settlements/toll.php?StateID=FL>

2 "The Toll of Tobacco in Florida". <http://www.tobaccofreekids.org/reports/settlements/toll.php?StateID=FL>

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This is the Bureau of Tobacco Prevention Program's (BTTP) third annual report and is expanded to include some of the recommendations based on the short-term evaluation of the program components. The program contracted, after a competitive procurement process, with independent professional evaluators for each program component and the overall program for quality improvement and analysis of the program's effectiveness.

This report details the activities conducted in each program component area during 2009. Below are highlights of each program component:

Surveillance and Evaluation

Independent evaluations of all program components are now in progress. The Bureau of Tobacco Prevention Program has received initial evaluation recommendations which are being used to continuously improve the program. A report of these recommendations is included in each program component area of this report.

Health Communication Interventions

The Tobacco Free Florida campaign continued its efforts to educate Floridians on the negative health effects of tobacco through many creative venues, including securing high-profile collegiate and professional sports endorsements. This year the campaign incorporated the new "Be Free" campaign message. The campaign doubled its media budget buy negotiating over \$19 million in added value media.

State and Community Interventions

A major shift to policy change occurred in the state and community interventions program component. Local community intervention grantees have completed their first six months of implementing policy change in their counties. These grantees work collaboratively with their community partnership, businesses, and other organizations to garner support for tobacco policies and systems changes. A web-based data collection system was developed to collect community tobacco prevention and control data.

Cessation Interventions-Quitline

The Florida Quitline continued to provide counseling services, free nicotine replacement therapy (NRT), and cessation information to callers interested in quitting tobacco. In fiscal year 2008-2009, the Quitline served over 22,000 callers. This year the Bureau's cessation services expanded to include offering free NRT through the 67 Florida county health departments and through Florida Area Health Education Centers.

Cessation Interventions-Area Health Education Centers (AHEC)

Through their extensive network of centers allied with the state's colleges of medicine, AHEC delivers face-to-face counseling services and trains the current and future health care workforce. During fiscal year 2008-2009, AHEC provided more than 7,000 Floridians with cessation counseling.



Executive Summary continued

Administration and Management

The Bureau is fully staffed by individuals with specific program area expertise. The Tobacco Advisory Council provides advice on the direction and scope of the Bureau's activities to the State Surgeon General.

The program continues to expand and improve services to Floridians through Legislative appropriations and a cooperative agreement with the Centers for Disease Control and Prevention (CDC). Article X, Section 27, Florida Constitution, requires the Florida Legislature to annually appropriate 15 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 use prevention program. The amendment further requires the tobacco prevention program to adhere to the CDC's *Best Practices for Comprehensive Tobacco Control Programs*.

The Florida Department of Health's Bureau of Tobacco Prevention Program presents the following report on its continued efforts to promote cessation, eliminate exposure to secondhand smoke, and prevent tobacco use initiation by young people. These efforts will result in reduced rates of tobacco-related deaths, diseases, and disabilities.



Program Background & Program Goals

Florida has one of the most successful and longest running tobacco prevention and control programs in the nation. From the late 1980's to the present, Floridians, the Florida Legislature, and the Department of Health have continuously worked to eliminate diseases and disabilities related to tobacco.

The 2007 Florida Legislature passed Section 381.84, Florida Statutes, implementing the constitutional amendment and directing the Department of Health to create a comprehensive statewide tobacco education and use prevention program consistent with the CDC *Best Practices for Comprehensive Tobacco Control Programs*. In addition, the statute established a Tobacco Education and Use Prevention Advisory Council to 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 other tobacco prevention and cessation advocates.

The Florida Department of Health's Bureau of Tobacco Prevention Program currently operates with a total annual budget of \$65,324,607.00 in funding allocated from two sources: state funds (\$63,450,649.00) and a grant from the Centers for Disease Control and Prevention (\$1,873,958.00).

Program Goals

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

- Prevent the initiation of tobacco use among youth and young adults;
- Promote cessation of tobacco use; and
- Eliminate secondhand smoke exposure.



Surveillance and Evaluation

The Bureau of Tobacco Prevention Program has established a surveillance and evaluation system to inform program and policy direction, monitor and document short, intermediate, and long-term population outcomes, ensure accountability, and evaluate the effectiveness of the program in meeting its goals.

Evaluation

Evaluation is used to measure the overall impact of the comprehensive program, as well as to measure the ability of each program component to achieve its goals and objectives. It is also used 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 and recommendations are used to document program effectiveness in achieving outcomes and provide ongoing feedback and options for modifying interventions to continuously improve the program.

Five contracts have been executed with competitively selected independent professional evaluators to conduct surveillance and evaluation of the program components with Bureau of Tobacco Prevention Program staff providing guidance. The evaluators document gaps and assess strengths and weaknesses of the program component they are reviewing. Where appropriate, the evaluators also measure short-term, intermediate, and long-term outcomes. All evaluators use the evaluation results to submit recommendations for program improvement to the Bureau of Tobacco Prevention Program, based on the evaluation results. Please see each program component section of this report for specific evaluation recommendations.

Vendor	Program Component Evaluated
Research Triangle Institute, Inc.	Annual independent evaluation of all program components and the Area Health Education Centers (AHEC) Network Tobacco Training Program
Professional Data Analysts, Inc.	Florida Quitline and Quitline media
Professional Data Analysts, Inc.	AHEC cessation interventions
University of Miami	Health communication interventions
Robertson Consulting Group, Inc.	Community interventions

Surveillance

Surveillance is the process used to measure tobacco use behaviors and changing trends in tobacco use among Floridians. It is also used to measure their knowledge and attitudes about tobacco and tobacco control policies. These population-level measurements occur at defined intervals of time, typically on an annual basis. The surveillance data are used to monitor progress toward achieving long-term programmatic goals.

Statewide surveillance includes the Florida Adult Tobacco Survey (FLATS), the Florida Youth Tobacco Survey (FYTS), the Behavioral Risk Factor Surveillance System (BRFSS), the Pregnancy Risk Assessment Monitoring System (PRAMS), and the newest surveillance system, the Child Health Assessment and Monitoring Program, (CHAMP). The program's surveillance efforts have been ongoing since 1998.

On the following pages, surveillance data are presented under the goal areas. The data presented are the most recent available and are from the following sources:

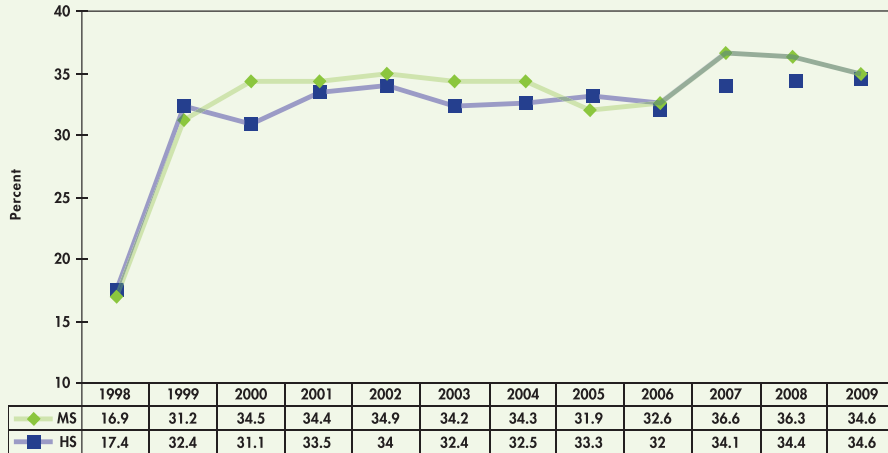
- 1) 2009 Florida Adult Tobacco Survey (FLATS);
- 2) 2009 Florida Youth Tobacco Survey (FYTS);
- 3) 2008 Behavioral Risk Factor Surveillance System (BRFSS);
- 4) 2008 Pregnancy Risk Assessment and Monitoring System (PRAMS);
- 5) Fiscal Year 2008-2009 Florida Department of Business and Professional Regulation cigarette sales data; and
- 6) 2009 Florida Clean Indoor Air Act call data.



Goal Area One: Prevent Initiation

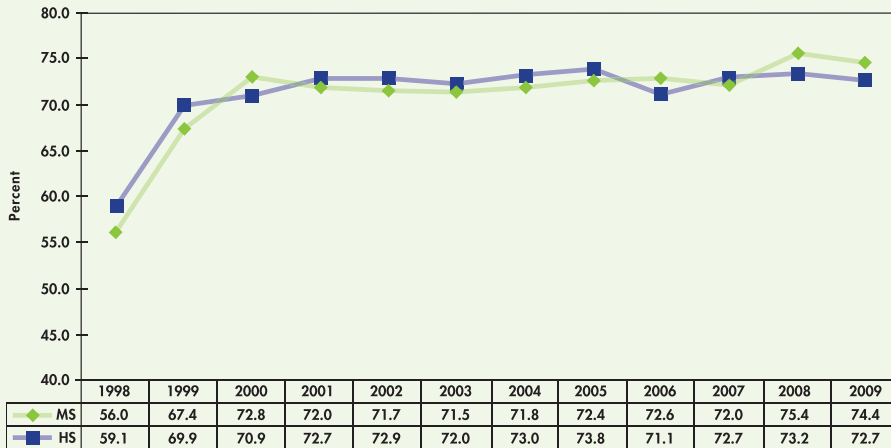


Percentage of middle school and high school youth who definitely do not think young people who smoke cigarettes have more friends, FYTS 1998–2009



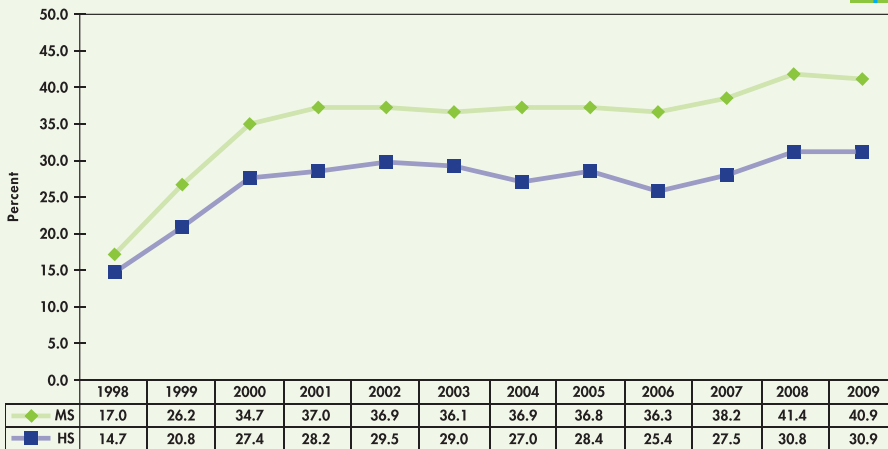
Among middle and high school students, the percentage who definitely did not think that young people who smoke cigarettes have more friends increased significantly from 1998 to 1999. From 1999 to 2009, the trend has remained relatively flat. In 2009, 34.6% of middle school and high school students did not think that cigarette smokers have more friends.

Percentage of middle school and high school youth who definitely do not think that smoking cigarettes makes young people look cool or fit in, FYTS 1998-2009



From 1998 to 2009, the percentage of Florida students who definitely did not think that smoking cigarettes makes young people look “cool” or “fit in” increased by 32.9% among middle school students and by 23.0% among high school students. Middle school students had a lower prevalence of believing that smoking cigarettes helps young people look cool or fit in.

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 1998–2009



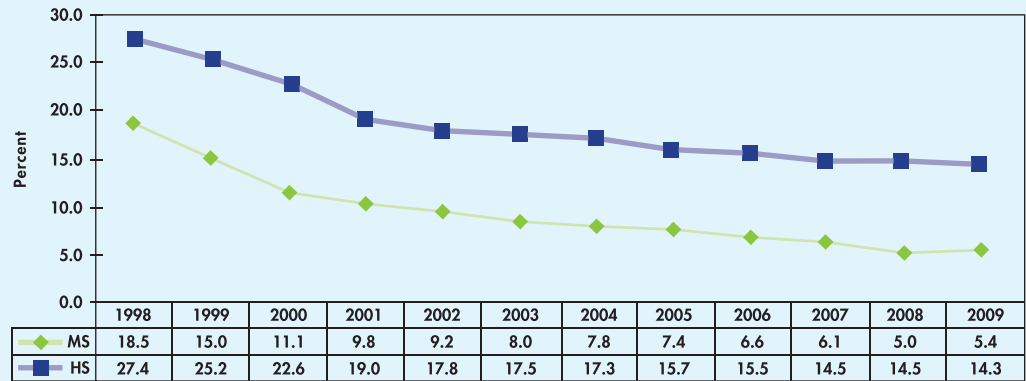
From 1998 to 2009, the percentage of Florida students who definitely did not think that smoking cigarettes helps people feel more comfortable in social activities increased by 140.6% among middle school students and by 110.2% among high school students. Middle school students have consistently had a lower prevalence of believing that smoking helps people feel more comfortable in social situations than high school students.



Goal Area One: Prevent Initiation

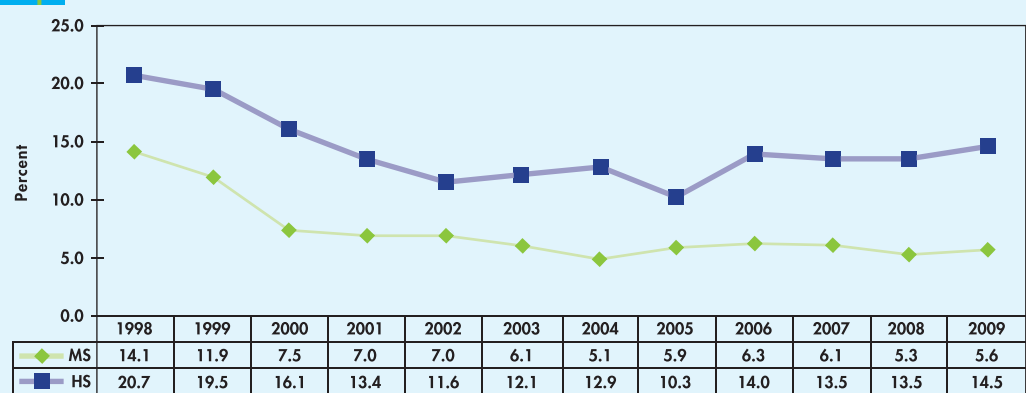
In 2009, 5.4% of middle school students and 14.3% of high school students smoked at least once during the past 30 days. Since 1998, the prevalence of current smoking has decreased by 70.8% among middle school students and by 47.8% among high school students.

Percentage of middle school and high school youth who currently smoke, FYTS 1998–2009



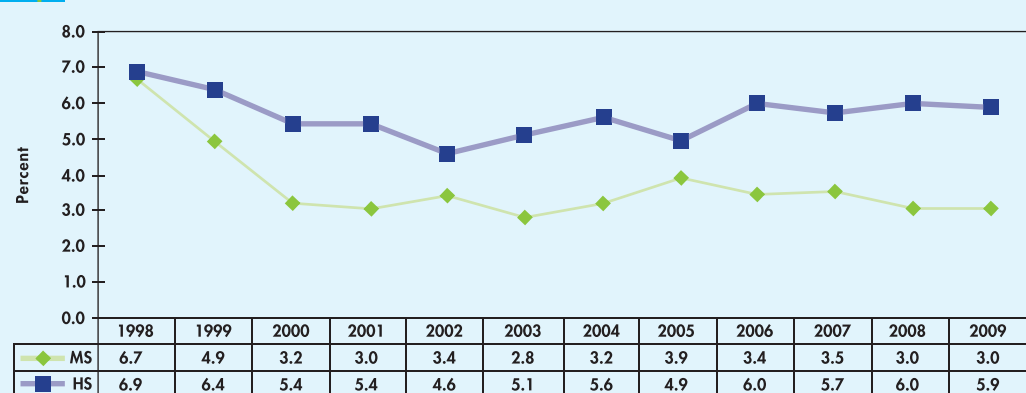
In 2009, 5.6% of middle school students and 14.5% of high school students smoked cigars at least once during the past 30 days. Since 1998, the prevalence of current cigar smoking has decreased by 60.3% among middle school students. From 1998 to 2002, the prevalence of this behavior decreased significantly among high school students, but from 2002 to 2009, this prevalence increased significantly by 25.0%.

Percentage of middle school and high school youth who currently smoke cigars, FYTS 1998–2009



In 2009, 3.0% of middle school students and 5.9% 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 2009, this prevalence has increased by 28.3%.

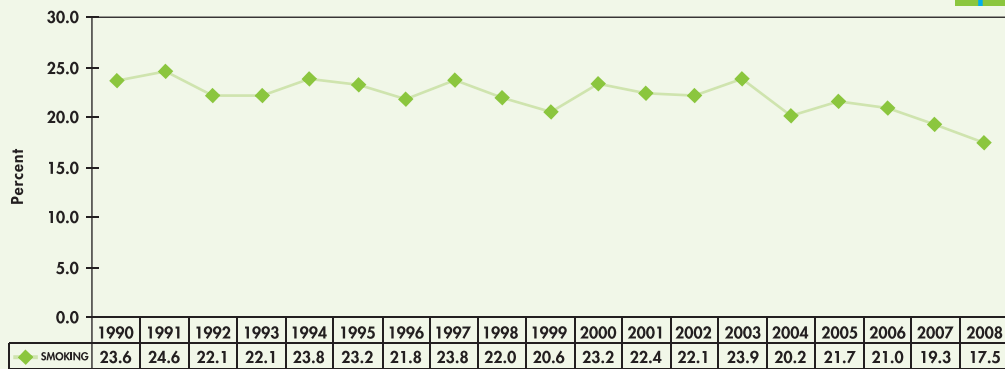
Percentage of middle school and high school youth who currently use smokeless tobacco, FYTS 1998–2009



Goal Area Two: Promote Cessation

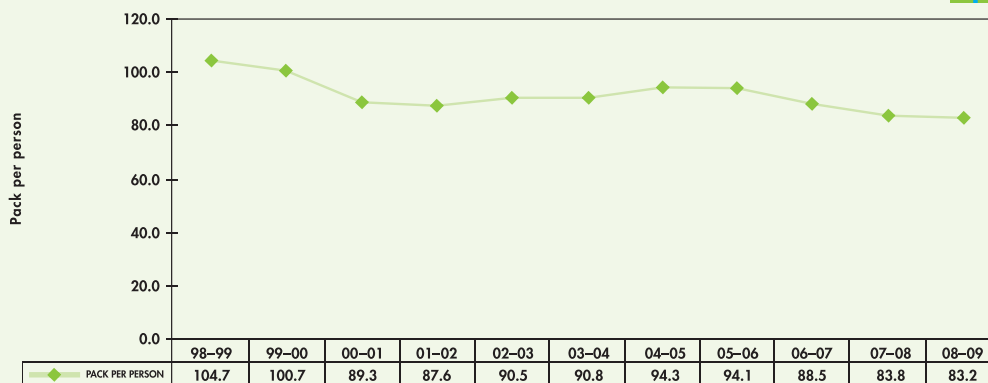


Percentage of Florida adults who are current smokers: 1990–2008 BRFSS



Adult smokers are defined as those who have smoked at least 100 cigarettes or more in their lifetime and who currently smoke some days or everyday. Data from the 2008 BRFSS show that adult smoking prevalence in Florida is 17.5%. This number represents a significant decrease in smoking prevalence from the 2007 rate of 19.3%.

Packs of cigarettes sold annually per person >18 in Florida, 1997–2009

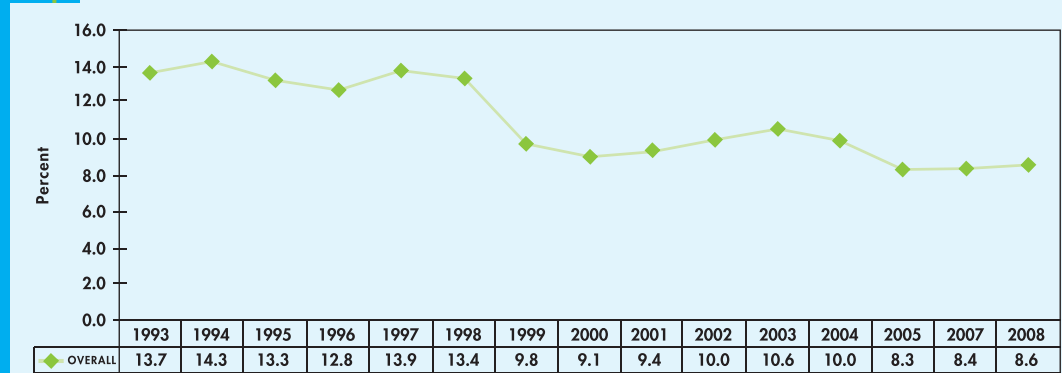


Florida has made progress in reducing annual per capita cigarette sales for adults 18 and over. In fiscal year 1998–1999, approximately 104.7 packs were sold per adult in Florida. In fiscal year 2008–2009, that number was approximately 83.2 packs. This represents greater than a 20% decrease in packs sold annually per person between 1998–1999 and 2008–2009.



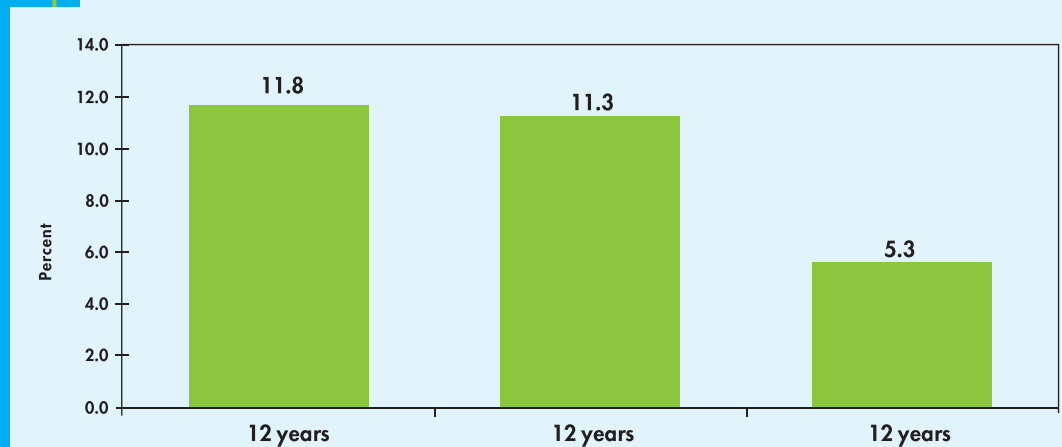
Goal Area Two: Promote Cessation

Percent of women who smoked during pregnancy, Florida PRAMS 1993-2008*



Results from the most recent Pregnancy Risk Assessment Monitoring System (PRAMS), conducted during 2008, show that approximately 1 in 12 Florida women smoked during pregnancy.

Percent of women who smoked during pregnancy by years of education, Florida PRAMS 2008



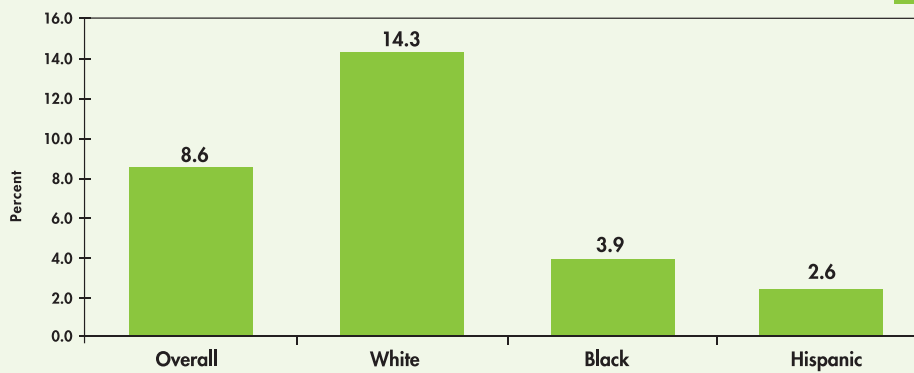
Several demographic groups reported a prevalence of smoking during pregnancy that was higher than the state average of 8.6% for 2008. Pregnant women with 12 years or less than 12 years of education smoked at rates greater than 11%.

*Note:
2006 data not collected.

Goal Area Two: Promote Cessation

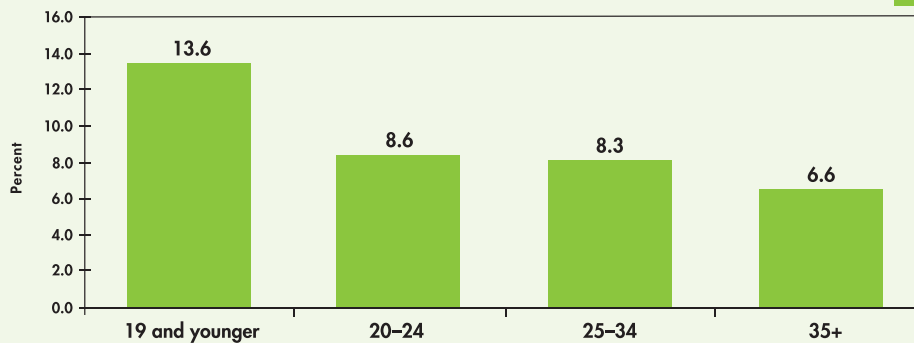


Percent of women who smoked during pregnancy by race/ethnicity Florida PRAMS 2008



Several demographic groups reported a prevalence of smoking during pregnancy that was higher than the state average of 8.6% for 2008. Over 14% of Non-Hispanic White women reported smoking during pregnancy as did 13.6% of women 19 or younger.

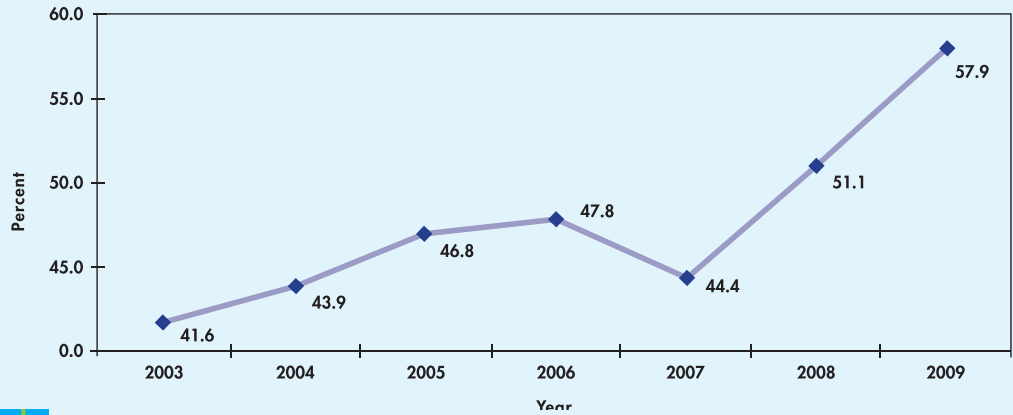
Percent of women who smoked during pregnancy by age, Florida PRAMS 2008





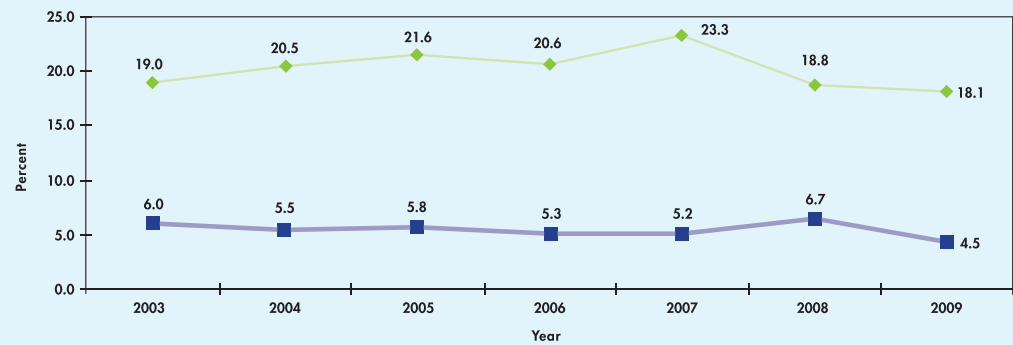
Goal Area Two: Promote Cessation

Percentage of adult smokers who have quit for one or more days in the past 12 months, FLATS 2003–2009



In 2009, 57.9% of adult smokers tried to quit smoking for one day or longer. This represents an increase of over 13.3% in quit attempts from 2008.

Average number of cigarettes smoked by everyday and some days smokers, FLATS 2003–2009

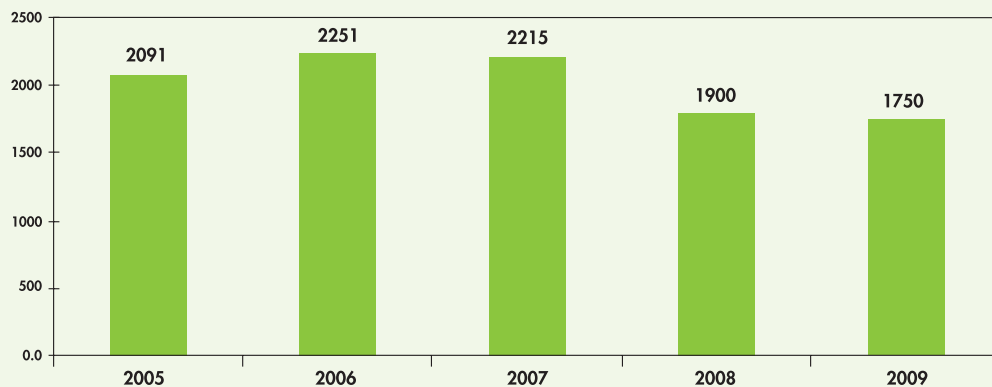


In 2009, adults who smoke everyday reported consuming an average of 18.1 cigarettes per day in the past month. This is a decrease from an average of 18.8 per day reported in 2008. Adults that aren't everyday smokers reported consuming an average of 4.5 cigarettes per day in the past month. This is far fewer than everyday smokers and is a decrease from the 6.7 per day average reported by some days smokers in 2008.

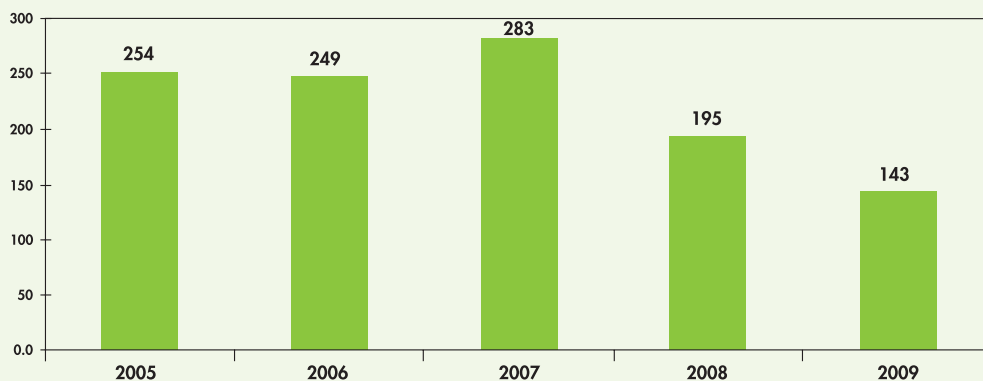
Goal Area Three: Eliminate Secondhand Smoke Exposure



Florida Clean Indoor Air Act, 800 Number Calls, 2005–2009



Florida Clean Indoor Air Act, Complaints Received 2005–2009



Florida Clean Indoor Air Act, Administrative Fines, 2005–2009



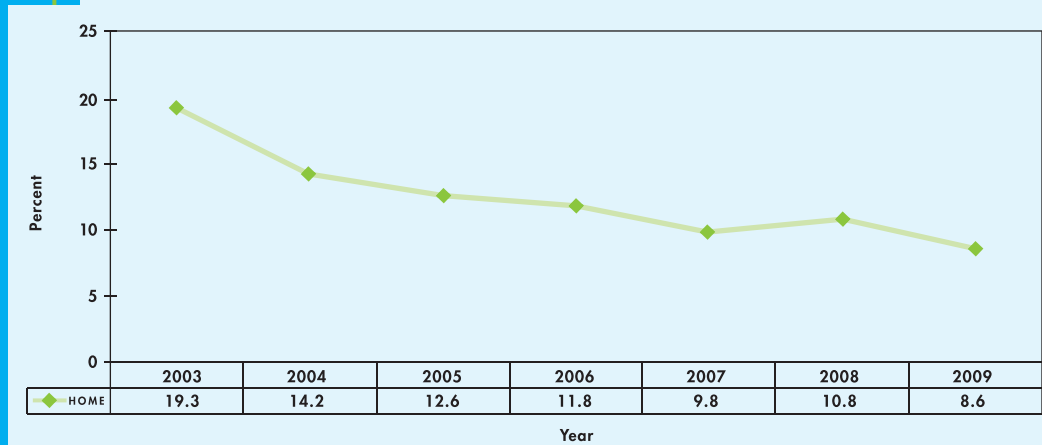
The Bureau of Tobacco Prevention Program is responsible for enforcement of the Florida Clean Indoor Air Act (Chapter 386, F.S.) at all facilities not regulated by the Department of Business & Professional Regulation. In 2009, the Bureau received 1,750 toll-free calls, responded to 143 complaints for noncompliance, conducted 65 on-site investigations, and initiated 21 administrative proceedings resulting in \$7,500.00 in fines. In addition, the Bureau responded to over 300 inquiries for clarification of statute, secondhand smoke information, and educational materials.

In June 2009, a statewide media campaign was launched to raise awareness about the smoking prohibition in workplaces and the Florida cessation quitline. 200,000 postcards were sent to small businesses with less than 100 employees. As a result of this campaign, approximately 100 business owners responded seeking clarification of the Florida Clean Indoor Air Act and to request information on how to obtain copy of the statute, secondhand smoke information and business signs.



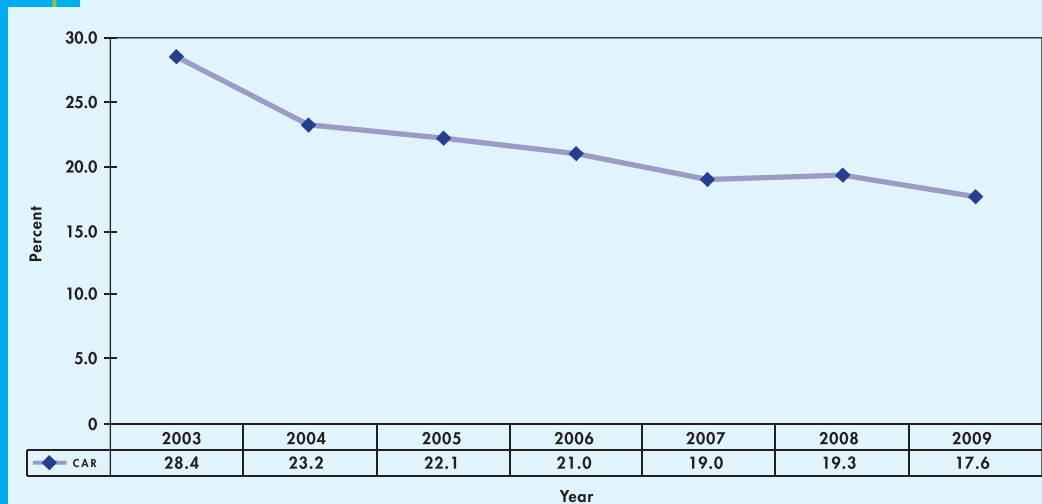
Goal Area Three: Eliminate Secondhand Smoke Exposure

Percentage of Florida adults exposed to secondhand smoke at home, FLATS 2003–2009



Since 2003, exposure to secondhand smoke in the home has decreased by over 55%. In 2009, 8.6% of Floridians reported exposure to secondhand smoke in the home.

Percentage of Florida adults exposed to secondhand smoke in the car, FLATS 2003–2009

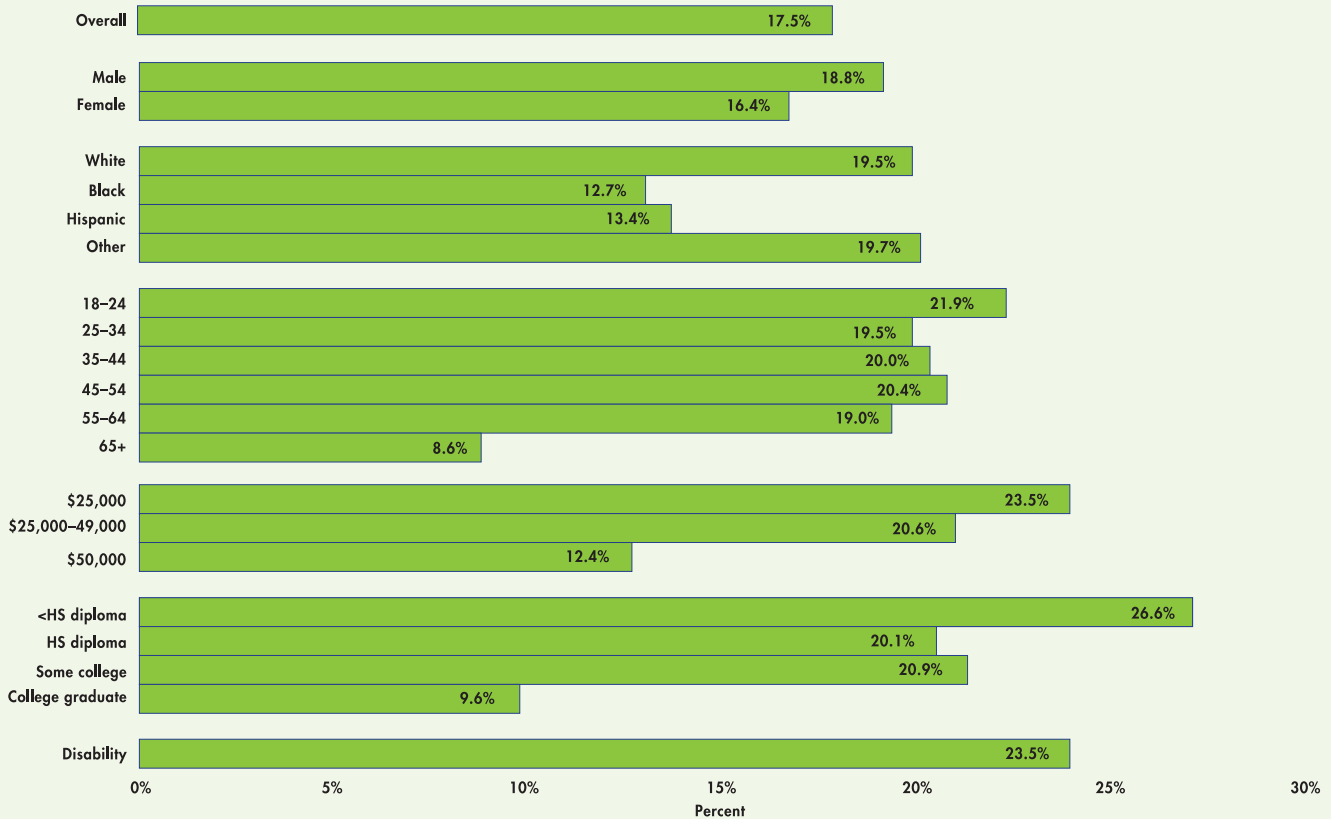


Since 2003, exposure to secondhand smoke in cars has decreased by over 38%. In 2009, 17.6% of Floridians reported exposure to secondhand smoke in the home. While this number is decreasing with time, more Floridians are exposed to secondhand smoke in cars than in the home.

Goal Area Four: Reduce Tobacco-Related Health Disparities



Percentage of Florida adults who are current smokers by demographic group, BRFSS 2008



According to the 2008 BRFSS, 17.5% of Floridians are current smokers. Whites (19.5%) are more likely to smoke than those that identify their race/ethnicity as Hispanic (13.4%) or Black (12.7%). Men are more likely to smoke than women (18.8% vs. 16.4%). Floridians with an income of less than \$25,000 smoke at a higher rate than those with an income of greater than \$50,000 (23.5% vs. 12.4%), and those with less than a high school diploma (26.6%), a high school diploma/GED (20.1%), or some college (20.9%) are more likely to smoke than those with a college degree (9.6%).

Health Communication Interventions

The purpose of the health communication interventions program component is to educate Floridians on the negative health effects of tobacco, decrease the number of Floridians using tobacco through efforts aimed at both prevention and cessation audiences, reduce exposure to secondhand smoke, and shape social norms related to tobacco use.

The Zimmerman Agency, Inc. was awarded a three year 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.

Campaign Overview

The multi-faceted Tobacco Free Florida campaign launched in February 2008. The campaign includes marketing design and production, public relations and online media for cessation, prevention, secondhand, and smokeless tobacco messages.

The campaign's original creative platform included a two-pronged approach: "I Care. I Don't Smoke." and "I Don't Care. I Smoke.". Extensive qualitative research and emerging consumer trends indicated that both cessation and youth prevention efforts needed to be united under one umbrella brand, Tobacco Free Florida. As a result, the campaign re-launched with a new creative platform in January 2009. The new "Be Free" campaign message is aimed at empowering tobacco users to break the chain of addiction and encouraging youth to build self-confidence and identity without tobacco use. "Be Free" is the prominent tagline in media targeting all segments of the campaign.

Statewide television, radio, newspaper, guerilla marketing, promotions, sponsorships, social marketing, and online media ran in both English and Spanish markets throughout 2009. The campaign's website was also equipped with new features such as video journals that follow a diverse group of tobacco users throughout their quest to stop using tobacco; a "Smoking Cost Calculator" which determines the amount a tobacco user can save if they quit and provide positive alternatives for money saved by not using tobacco; and an introduction video detailing the Quitline intake process.

It is the ultimate goal of Tobacco Free Florida that one day every Floridian might be free of the hazards of tobacco, and that we may eventually live in the state that our name implies—a truly Tobacco Free Florida.

Campaign Elements

Adult Cessation Creative Tactics

Adult cessation audiences were targeted with the message to "Be Free" from their addiction. The "Smoke Head" campaign was communicated in broadcast television, online, and print executions statewide.



Youth Prevention Creative Tactics

Youth prevention audiences were targeted with the message to "Be Free" from Big Tobacco's manipulative tactics. The "Infiltration" campaign message was communicated in broadcast television, cinema, radio, and print executions statewide.



Smokeless Cessation/Prevention Creative Tactics

Adult and youth audiences were targeted with the message to “Be Free” from the deadly substances in smokeless tobacco. “Smokeless Kills” was communicated in outdoor billboard and gas pump topper executions that were placed in rural markets statewide.

Tobacco Free Florida Creative Executions

Table 1: Adult Cessation Creative Executions

Creative Execution	Media Type	Launch Month	Audience
“Working Man”	:30 Television	December 2008	Adults age 25–54
“Mirror” (Prenatal)	:30 Television	December 2008	Women age 18–34
“Wasting Money”	:60 and :30 Radio	December 2008	Straight to Work Adults age 18–34
“Advice” (Prenatal)	:60 and :30 Radio	December 2008	Women age 18–34
“You Can Run But”	:30 Television	March 2009	Hispanic Women age 18–34
“You’ll Miss It”	:30 Television	March 2009	Hispanic Adults age 25–54
Radio Novela 1 (Prenatal)	:60 and :30 Radio	March 2009	Hispanic Women age 18–34
Radio Novela 2 (Prenatal)	:60 and :30 Radio	March 2009	Hispanic Women age 18–34
Radio Novela 3 (Prenatal)	:60 and :30 Radio	March 2009	Hispanic Women age 18–34
“Last Time”	Print Advertisement	March 2009	Young Adults age 18–24
“Looking Up”	Print Advertisement	March 2009	Adults age 25–54
“Sickness”	Print Advertisement	March 2009	Adults age 25–54
“Lost Moments”	Print Advertisement	April 2009	Hispanic Adults age 25–54



Table 2: Youth Prevention Creative Executions

Creative Execution	Media Type	Launch Month	Audience
“31 Flavors”	:30 Television	February 2009	Youth & Parents
“Light it Up”	:30 Television	March 2009	Youth age 11–17
“Dress to Kill”	:30 Television	March 2009	Teen Girls age 11–17
“Madge-Rats”	:60 and :30 Radio	March 2009	Youth age 11–17
“Madge-Running”	:60 and :30 Radio	March 2009	Youth age 11–17
“Madge-Older”	:60 and :30 Radio	March 2009	Youth age 11–17
“Emphysema”	Print Advertisement	April 2009	Youth age 11–17
“Lip Cancer”	Print Advertisement	April 2009	Youth age 11–17
“31 Sabores”	:30 Television	August 2009	Hispanic Youth & Parents
“Sabores”	:60 and :30 Radio	August 2009	Hispanic Youth & Parents
“Gum”	Print Advertisement	August 2009	Hispanic Youth & Parents



Table 3: Smokeless Cessation/Prevention Creative Executions

Creative Execution	Media Type	Launch Month	Audience
“Killer Creatures-Snake”	Outdoor	May 2009	Adults age 25–54
“Killer Creatures-Scorpions”	Outdoor	May 2009	Adults age 25–54
“Killer Creatures-Spiderl”	Outdoor	May 2009	Adults age 25–54

Health Communication Interventions continued

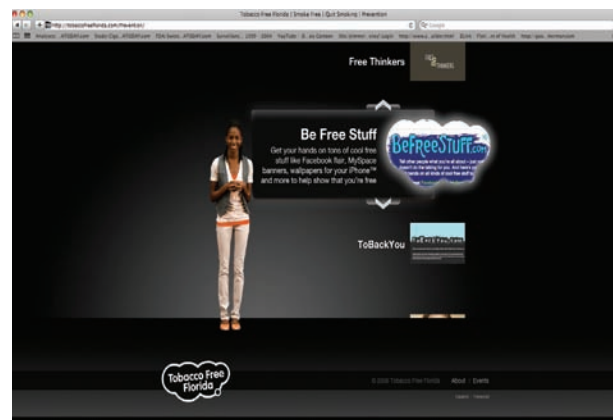
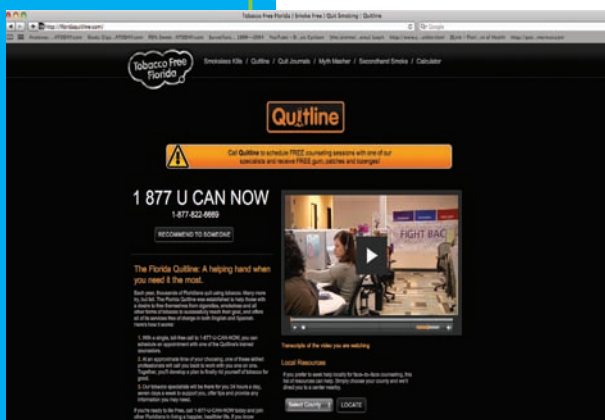
Guerilla Marketing Creative Tactics

Guerilla marketing tactics were utilized to reach prevention and cessation audiences throughout the state. "Lost Pet" flyers were developed to mimic traditional lost pet flyers that Floridians see at local parks and veterinarian offices. The posters highlight the harmful effects of secondhand smoke on pets with a Quitline focused call-to-action. In addition, the "skeleton" guerilla campaign launched at the popular rivalry football game between Florida State University and the University of Florida in November 2008. The display, which appeared at multiple sporting events during Tobacco Free Florida Week, featured four skeletons "tailgating" before the game. As spectators curiously approached the out-of-the-box exhibition, the message was made clear by signage which read, "Each year, we lose too many fans to tobacco".



Online Tactics

Tobacco Free Florida's websites received enhancements and upgrades (including a new design, new information architecture, enhanced videos, and new features) to align with a new strategy that allowed visitors to easily find relevant information when visiting the campaign's site. Each section of www.TobaccoFreeFlorida.com as well as each micro site used vanity URLs to aid in helping visitors find needed information efficiently. For example, the URL www.FloridaQuitline.com was developed to help those looking for cessation resources. There were also significant changes made to the campaign's website including more cessation tools and features as well as clear prevention content.



Sports Marketing Creative Tactics

The Tobacco Free Florida message was co-branded with multiple sports teams throughout the state to reach adult cessation and youth prevention audiences. Partnership elements included professional and collegiate campaign endorsements for replay on television and in-stadium, radio endorsement spots, in-stadium signage, digital displays, and customized co-branded promotional items.

In 2009 Tobacco Free Florida partnered with:

TEAM	PLAYER	TEAM	PLAYER	
Tampa Bay Buccaneers	Will Allen	University of Miami	Brandon Harris	
	Jeff Faine		Matt Boshier	
Sabby Piscitelli	Joe Joeseeph			
Doug Williams (former player)	Chavez Grant			
Jacksonville Jaguars	Rashean Mathis		Laron Byrd	
	Maurice Jones-Drew		Colin McCarthy	
	Maurice Williams		Adrian Thomas	
	Sean Considine		Jason Dewes	
Florida State University	Christian Ponder		Orlando Magic	Malcolm Grant
	EJ Manuel			Frank Haith
	Rodney Hudson	Anthony Johnson		
	Dekoda Watson	Dwight Howard		
	Kendrick Stewart	Jason Williams		
	Chris Singleton	Linton Johnson III		
	Luke Loucks	Matt Barnes		
	Solomon Alabi	Marcin Gortat		
	Mike McGee	Mickael Pietrus		
	Sean Gilmartin	Ryan Anderson		
Tyler Holt	Coch Stan Van Gundy			
Cierra Brevard	Vince Carter			
Jacinta Monroe				
University of Florida	Coach Urban Meyer	Miami Heat	Udonis Haslem	
	Tim Tebow		Coach Erik Spoelstra	
	Joe Haden		James Jones	
	Major Wright	Daequan Cook		
	David Nelson	Florida Agricultural & Mechanical University	President James Ammons	
	Dan Werner		Coach Joe Taylor	
	Chadler Parsons		Buthune-Cookman University	President Trudie Reed
	Steffi Sorensen			Lewis Owens (Drum Major)
	Ebonie Crawford			
	Amanda Butler			
	Coach Mary Wise			
	Johnathan Pigott			
	Preston Tucker			
	Amanda Castillo			
	Miranda Smith			
	Rhonda Faehn			
	Amanda O'Leary			
	Brittney Dashielli			
	Katie Ciaci			
	Aja Paculba			
Kelsey Bruder				
Coach Tim Walton				
Ashley Elliot				
Becky Burleigh				
Sarah Chapman				

Health Communication Interventions continued



Public Relations

The public relations component of the Tobacco Free Florida campaign included a multi-pronged push to generate buzz, press coverage, and consumer awareness. Tactics consisted of traditional press outreach, strategic partnerships, event sponsorships, and community events/promotions to help reach targeted Floridians through a variety of channels.

The largest public relations component was community events. Through community grassroots events and guerilla marketing, Tobacco Free Florida's prevention and cessation messages were reinforced among target audiences. The Street Team and Smokifier Van⁴ continued to travel the state visiting large and small scale events reaching specific demographics. Events included health fairs, rodeos, monster truck events, colleges, family fun days, concerts, and festivals. To reflect the new "Be Free" campaign, the Smokifier vans were wrapped with bold graphics and a new brightly colored game wheel was produced. Mobile media giveaways allowed the campaign's message to be spread throughout the state. The Street Team traveled to over 120 events in eight months. During this time period, the team reached nearly 3 million Floridians and directly interacted with more than 250,000 individuals.

The campaign also celebrated the first ever Tobacco Free Florida Week which was proclaimed by Governor Crist to be February 27, 2009 through March 7, 2009.

The week promoted the Tobacco Free Florida campaign and also included a statewide call to action with the primary objective of every Floridian pledging to be tobacco free. The week featured large-scale sponsorships with highly visible brands, partnerships with key stakeholders, and local events.

Media Overview

The Tobacco Free Florida media buy incorporated a variety of creative media elements reaching Tobacco Free Florida's various target audiences.

A total of over \$19 million was negotiated in value added media for broadcast television, broadcast radio, sports sponsorships, print, online, and out of home in the form of one-for-one no charge spots, heavily discounted ad rates, and bonus advertising. This leveraged added value essentially doubled the campaign's media budget.

Television

Similar to previous campaign years, spot broadcast television continued to be the primary medium utilized to promote Tobacco Free Florida's messages to its various target audiences. Youth prevention, Hispanic youth prevention, cessation, prenatal cessation, and Hispanic cessation radio campaigns aired throughout the year. Large reach was generated by commercials airing during Olympic coverage, team partnerships with eleven Florida teams in several Florida media markets, and a statewide sports sponsorship with FSN/SUN Sports.

Radio

Spot radio was a support medium utilized for a high frequency impact of Tobacco Free Florida messages focusing on youth prevention, young adult prevention, Hispanic young adult prevention, cessation, prenatal cessation, and Hispanic cessation target audiences. To ensure full audience reach, specific sponsorships were negotiated on a variety of station formats that included reach to Caucasian, Hispanic, African American, and Haitian (Creole) audiences.

Sports Partnerships

Large-scale partnerships were secured with eight teams in the state of Florida. The campaign secured, at no cost, players and coaches who filmed over 100 personal endorsements encouraging Floridians to be tobacco free. These partnerships included a variety of sports (football, basketball, women's volleyball, etc.) for the collegiate partners. All sponsorships included radio, TV, print, robust stadium signage, and digital presence. Stadium/arena signage was also purchased at the University of Central Florida, the University of South Florida, and the University of Miami.

Additionally, a statewide initiative with the Florida High School Sports Athletic Association allowed Tobacco Free Florida to micro-target high school students and student athletes with onsite, digital, and television activation.

Print

Magazine efforts were implemented to offer statewide efforts targeting adults over the age of 18, youth 11-17, and Florida's business sector. In addition, newspaper was utilized

⁴ Explained in detail in the 2008 Bureau of Tobacco Prevention Program Annual Report

to extend the reach to Florida’s college, high school, Hispanic, and African American communities. Newspapers were used to heavily impact Tobacco Free Florida’s multicultural target audiences.

To reach the elusive youth audience via print, Tobacco Free Florida once again partnered with DC Comics to produce an updated version of the custom comic book educating youth about the dangers of tobacco use. 135,000 copies were distributed through 247 Florida middle schools, at youth targeted events, as well as via web/phone inquiries. The approach included 169 print insertions that ran over a 5-month period with over 13,000,000 target impressions achieved.

Outdoor

Due to its broad reach and high frequency, out-of-home media was utilized as a support vehicle to reach young adult cessation and adult cessation audiences. Outdoor posters were placed in eight designated rural counties. Smokeless cessation messages were also posted via convenience store gas pump toppers. These messages were placed statewide with special emphasis in rural counties where smokeless tobacco use rates are higher.

An aggressive cessation and youth prevention cinema campaign ran during January, February, and March. Thirty second spots aired in cinemas across all of Florida’s media markets.

Events

Tobacco Free Florida had the unique opportunity to reach Florida’s NASCAR audience via the opening weekend of the 2009 racing season. The campaign sponsored the #05 Tobacco Free Florida Chevrolet during the Nationwide Series, Camping World 300. The event was viewed by millions of viewers in Florida on ESPN2 as well as live in front of 100,000 race fans.

Other sponsored events included connecting with over 5,000 college students at Florida State University, University of Florida, University of Central Florida, and University of South Florida at each university’s annual Dance Marathon. Each event was over 24 hours in length giving the Tobacco Free Florida Street Team a captive audience to spread the Tobacco Free Florida message.

Digital Media

Online/interactive media was utilized to complement offline efforts. All efforts were geo-targeted to online users in the state of Florida. A mix of display ads, sponsorships, and social media across a variety of website platforms were used to drive users to www.TobaccoFreeFlorida.com and other online initiatives.

The Tobacco Free Florida Facebook page has allowed users to become a fan of the Tobacco Free Florida movement. The campaign’s Facebook page has grown into a community of over 64,500 fans that are engaged with the brand on a daily basis. Fans share photos, comment on posts, and provide support to fans who are trying to quit.

Health Communication Interventions Evaluation

The health communication evaluation’s major goals are to provide detailed information to assess the impact of the Tobacco Free Florida campaign on target audiences and to provide substantive feedback that may be used to both make mid-course changes in the campaign and to develop future targeted marketing campaigns. The independent, external evaluators made several recommendations at the end of fiscal year 2008–2009, to inform campaign planning for fiscal year 2009–2010. At this time, recommendations from the evaluation have been, or are in the process of being implemented.

Health Communication Interventions continued



Recommendation: Rely on broadcast media to most efficiently increase campaign awareness	
Evaluation findings	Bureau of Tobacco Prevention Program’s response
Increase broadcast television media saturation year-round	Shifted funding from print, outdoor, and online media budgets, increasing broadcast media resources to sustain longer media flights Reduced volume of broadcast sponsorships in favor of longer, more traditional media flights Plan for use of existing media from CDC Resource Center to save money on production costs
Eliminate broadcast radio for youth prevention audiences due to low impact on advertising recall	Removed broadcast radio from youth prevention media buy and used savings to fund additional broadcast television buys targeting youth prevention audiences
Recommendation: Rely on evidenced-based strategies when crafting media messages	
Evaluation findings	Bureau of Tobacco Prevention Program’s response
Carefully consider the use of tobacco products in advertising to avoid the negative effect of “triggers”	Crafted messages that only show triggers when paired with visually hard-hitting images that illustrate the effects of tobacco use
Incorporate more emotional appeal into cessation media messaging	Developed emotionally appealing advertisements
Avoid topics that will elicit gender bias	Created more gender-neutral advertising messages
Develop media campaigns that more explicitly support statewide and local community action	Designing program support via policy focused media toolkits for primary statewide initiatives

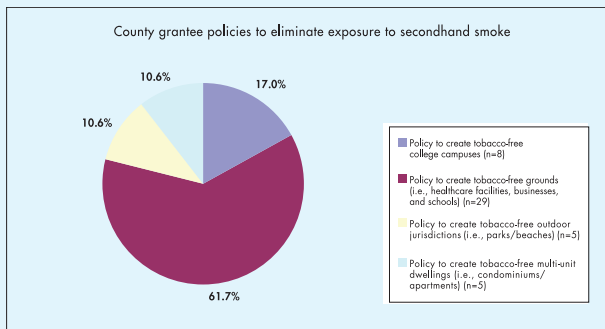
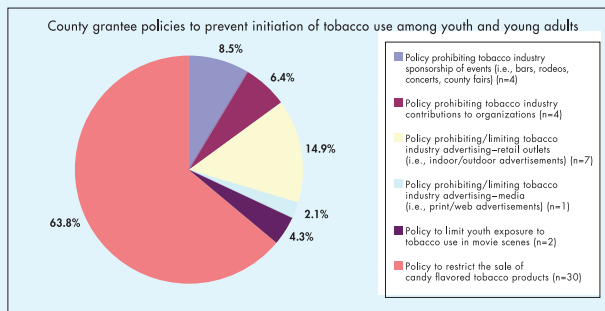
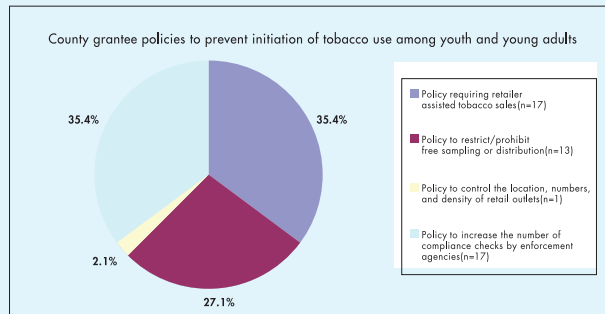
State and Community Interventions

A Major Shift to Policy Change

According to the CDC *Best Practices for Comprehensive Tobacco Programs*, October 2007, “Evidence indicates that implementing policies that promote a change in social norms appear to be the most effective approach for sustained behavior change.” Florida is in the first year of a shift from traditional health education to promoting social, policy, environmental and systems change at the state and local levels. The goals, timelines, and methods required for success are different from what the Florida tobacco prevention efforts have been in the past.

The move to policy change interventions began in early 2009 with several planning sessions to redesign the community intervention grantees’ work plans to focus on policy and social norm change. This work plan redesign was based on evaluation feedback. In fiscal year 2009-2010, through a competitive procurement, sixty-four counties⁵ were awarded grants to focus on implementing policies that change norms and attitudes about tobacco use. Local policy change can be in the form of an ordinance, resolution, proclamation, or a voluntary policy to address tobacco use or avoidance. To be successful, there should be an assessment and prioritization of the tobacco issues; engagement of key partners and stakeholders; and most importantly, the creation of a community partnership to provide ongoing support. This process is not immediate and requires the ongoing support of all key stakeholders. Florida’s community intervention grantees are in the first six months of implementing policy change approaches.

Community intervention grantees work collaboratively with communities, businesses, and other organizations to garner support for tobacco policies and systems changes as they work toward educating the public about the dangers of exposure to secondhand smoke, tobacco use cessation, and youth prevention. Locally, community intervention grantees are addressing policy and systems interventions recommended by the Bureau based upon the CDC’s *Best Practices for Comprehensive Tobacco Control Programs*. The interventions the grantees are addressing during fiscal year 2009-2010 are displayed in the charts below.



⁵ Counties were awarded funding based on a score ‘cut line’ established by the Tobacco Education and Use Prevention Advisory Council

Community Intervention Grantee Training

Since policy and environmental systems changes are a new area for many of the grantees, the Bureau, in conjunction with a nationally recognized anti-tobacco training organization, conducted a three day training to improve the skills and knowledge of participants. The overall goal of the training was to provide participants with the skills to successfully develop and implement policy and environmental systems change processes on a local level. Sessions on the importance of policy, partnership development, recruiting key stakeholders and involving youth and young adults in the policy process were presented. Evidence-based resources and examples of policies were provided to assist participants and their local partners with policy implementation.

The Bureau hosts monthly conference calls with all the community intervention grantees and the Bureau's tobacco prevention staff to provide training, updates, and share local successes. Regionally, technical assistance calls and trainings are hosted by the Bureau's Regional Tobacco Prevention Coordinators to assist counties with work plan development, quarterly reporting, and policy/systems development. Bureau staff also participate in CDC technical assistance calls and web-ex trainings on a variety of tobacco prevention issues to remain current in the field of tobacco prevention and control.

Automated Tobacco Activity Collection System (ATACS)

During 2009, the ATACS, a web-based data collection system was developed to meet the business needs of the Bureau of Tobacco Prevention Program, its community interventions grantees, and stakeholders. ATACS was designed to automate manual data collection, standardize data, eliminate data redundancy, increase reporting efficiency, and increase access to data. The ATACS system provides statewide accountability for tobacco prevention and control efforts and serves as a repository for statewide tobacco data. It also provides a way for community interventions grantees, program subject matter experts, and stakeholders to collaborate on the collection and reporting of tobacco prevention and control efforts that take place throughout Florida.

Key functions of the ATACS system:

- Create, review, and approve annual community interventions grantee work plans and quarterly progress updates;
- Upload and store back-up documentation for tobacco prevention and control activities performed by community interventions grantees; and
- Submit and review quarterly invoices.

Short-term benefits of the ATACS system:

- Automates, formalizes, and standardizes the data collection process;
- Increases community interventions grantee and DOH accountability with measurable outcomes;
- Supports effective contract management; and
- Automates the back-up documentation collection and invoicing processes.

Long-term benefits of the ATACS system:

- Identifies "promising practices" in tobacco control occurring in communities;
- Serves as a repository of community tobacco prevention and control data;
- Provides access to multiple years of county-level tobacco prevention and control data;
- Provides access to the data required to conduct longitudinal data analysis on activities performed; and
- Provides progress on S.M.A.R.T (Specific, Measurable, Achievable, Relevant and Time-bound—CDC Communities of Practice) objectives, which are used as one measure of overall program effectiveness.



State and Community Interventions continued

Youth Programs

Students Working Against Tobacco (SWAT) was a major component of Florida's previous tobacco pilot program targeting tobacco use among underage youth. When the pilot program ended, many SWAT chapters disbanded or had greatly reduced participation. As a requirement in the community based interventions grants made in July 2009, grantees must establish at least one SWAT chapter in their county. The SWAT chapters serve as the local youth anti-tobacco advocacy organization. Each community partnership must have at least one youth member. SWAT members work in collaboration with their local tobacco free partnerships to promote policies that will make tobacco less desirable, acceptable, and accessible.

CDC's *Best Practices for Comprehensive Tobacco Control Programs* recommends statewide programs to provide the skills, resources, and information needed for coordinated strategic implementation of community programs to include youth prevention and community partnerships. The Bureau has hosted ongoing training opportunities for its youth and adult advocates. Use of webinar online training has allowed the BTPP to train over 125 youth on topics such as candy flavored tobacco, smokeless tobacco products, tobacco warning labels and packaging, and their role in local policy change. Additionally, local tobacco program staff has received training, both face-to-face and via webinar, on how to best integrate SWAT members as stakeholders into their local community partnerships.

In January 2009, members of the SWAT Youth Advocacy Board met to provide input into the youth component of the Bureau of Tobacco Prevention Program. The Youth Advocacy Board is a 12 member board of SWAT youth elected by their peers from four geographic regions. The board works in close collaboration with the Bureau as they make recommendations for local SWAT chapters, assist in coordinating local SWAT efforts toward common objectives, plan initiatives for national tobacco observance days, and provide input to the statewide youth prevention media campaign. As a result of the January 2009 meeting, the Youth Advocacy Board recommended a statewide focus for Kick Butts Day in March 2009, on educating communities on candy flavored tobacco. As a result of this recommendation and the online training that was provided to youth and grantees on this issue, over 50 education and advocacy events occurred across Florida on Kick Butts Day.

SWAT member Auriel Rolle-Polk from Leon County served as a national spokesperson for Kick Butts Day '09. In this role, Ms. Polk outlined anti-tobacco efforts and gave updates on Kick Butts Day activities throughout the day on live national television and radio broadcasts from Washington, D.C. She also worked with other youth advocates to raise national awareness and support for the FDA's regulation of tobacco products. As a result of her efforts, Auriel was invited to attend the signing of this bill by President Barack Obama in June 2009.

The 11th Annual Statewide SWAT Meeting was held on September 11-13, 2009 in Orlando. Students from each of the 67 counties were invited to attend. This successful meeting resulted in the youth providing critical input into the youth prevention component of the BTPP, planning for future goals and objectives, and electing the 2009-2010 SWAT Youth Advocacy Board.

Policy Change Achievements

Bay County

The Bay County Tobacco Free Partnership and SWAT youth collaborated with hospitals in Bay County to establish tobacco free grounds at Bay Medical Center, HealthSouth Emerald Coast Rehabilitation, and Gulf Coast Medical Center. A common element of the policies is the prohibition on the use or sale of all tobacco products (including electronic cigarettes) on all properties leased or owned.

Charlotte County

The Charlotte campus of Edison State College located in Punta Gorda implemented a campus-wide tobacco free policy. This policy includes all grounds on the college campus. Edison State College worked with the Charlotte County Health Department, Drug Free Charlotte Coalition, Edison Tobacco Free Committee, and other community partners to establish the policy. As a result of this success, the Edison Tobacco Free Committee has been invited to serve on panels to advise other universities on establishing tobacco free campuses.



Santa Rosa

The Sweet Deception Campaign used a multi-faceted approach to raise awareness of flavored tobacco product availability and use in the community and to advocate for policy change. Surveillance of community retail outlets and internet chat sites provided empirical and anecdotal evidence that sweet flavored tobacco products are targeted to youth. A county level resolution to prohibit the sale of flavored tobacco products at the local level was prepared by the community interventions grantee. The resolution, signed by the Board of County Commissioners, supports the ban of candy flavored tobacco.

Hernando and Citrus Counties

The hospitals of Hernando and Citrus counties celebrated their one year anniversary of a smoke free campus. Guided by the Citrus and Hernando County Health Departments, this initiative was a joint project of Brooksville Regional Hospital, Spring Hill Regional Hospital, Citrus Memorial Health System, Oak Hill Hospital, and Seven Rivers Regional Medical Center.

Leon County

The Ashford Club Apartments in Tallahassee established a business policy making the complex 100 percent smoke free. This is the first smoke free policy for an apartment dwelling in Leon County. This restriction includes all apartments, indoor communal areas, and outdoor communal areas. The Ashford Club has been working on this policy change for over a year. It began with surveying the residents of the complex about the issue, which led the property owner to decide to go smoke free. The complex incurred cost of approximately \$2500-\$3000 on each apartment to clean out any smoke residue and odor from the air ducts and other materials. A media event is being planned to showcase the decision to go smoke free and promote Ashford Club Apartments as a model for other complexes in Leon County.

Policy Change in Progress

Walton

The Tobacco Free Coalition in Walton County has chosen to work toward a policy to increase the number of compliance checks for underage tobacco sales by enforcement agencies. In order to achieve this policy, the coalition is: 1) meeting with partners to build strong coalitions that empower the community; 2) tracking industry tactics to stay up-to-date on the tobacco companies' next strategies; 3) establishing counter-marketing campaigns and mobilizing the community with outreach projects organized and implemented by SWAT and the Tobacco Free Coalition. Reaching across age, social, ethnic, economic status, faiths, and organizational agendas, the Walton County Tobacco Free Prevention Coalition is effectively promoting strategic efforts to educate diverse populations about the importance of increasing the number of compliance checks by enforcement agencies.

Miami-Dade

Policies prohibiting tobacco industry sponsorship are being addressed by the Consortium for a Healthier Miami-Dade (Consortium) Tobacco-Free Workgroup. The creation of bylaws and the breakdown of the Tobacco-Free Workgroup into subcommittees delegated to target specific goals and initiatives will provide an organizational structure to create policy change. With the help of many valuable tobacco free partners, the Consortium is tackling tobacco industry sponsorship. The Consortium's Policy and System Change Subcommittee is the delegated subcommittee responsible for dealing with this tobacco issue and has been working diligently on efforts to achieve the goal of policy change within the county.



Osceola

Smoke free multi-unit housing policies are being addressed by the Osceola County community interventions grantee. The goal of the tobacco free partnership is for every multi-unit housing community in Osceola County to be smoke free. Interest in this policy change has been immediate. Several communities are surveying residents to provide crucial information about the number of people being affected by secondhand smoke, the number of smokers living in these communities, and the number of people interested in the implementation of this type of policy. Upon completion and review of the surveys, the property owners will be ready to take the next steps towards implementation of smoke free policies.

St. Lucie

The St. Lucie County community interventions grantee is working to pass a county ordinance to ban the free sampling of tobacco products at the fairgrounds. If successful, community members will be able to attend an event at the fairgrounds and not be subjected to big tobacco's free sampling and advertising tactics.

Community-Based Program Evaluation

In October 2008, through a competitive procurement process, the Robertson Consulting Group, Inc., was selected to conduct an evaluation of the community intervention programs. This evaluation included an assessment of community intervention grantee progress from 2007–2008 and 2008–2009, and was based on a work plan assessment, compliance review, and key informant interviews. In addition, the Bureau of Tobacco Prevention Program requested evaluation of the capacity of the community partnerships, including assessing if the partnerships had gaps in partners, participants, providers and if there is sufficient communication among stakeholders.

The main recommendations, based on the 2007-2009 community intervention grantee evaluation were:

- Provide focus for and increase coordination of community interventions;
- Support and facilitate anti-tobacco coalition development; and
- Provide resources and support to community intervention grantees.

At this time, all recommendations from the evaluation have been, or are in the process of being implemented. With a shift in emphasis to policy and advocacy work, no recommendations are available at this time for work completed by grantees for fiscal year 2009–2010, as both the focus and grantees have changed between 2008–2009 and 2009–2010. Recommendations for fiscal year 2009-2010 will be available in 2010.

Recommendations based on the 2007–2009 community intervention grantee evaluation and the BTPP response to the recommendations



Recommendation 1: Provide focus for and increase coordination of community interventions	
Evaluation findings	Bureau of Tobacco Prevention Program's response
Prioritize community interventions with strongest evidence for success	2009–2010 work plan was revised to focus on evidence-based, policy interventions
	Expectations for anti-tobacco policy change as the BTPP principal community intervention were defined in a Request for Applications (RFA). Community grantees were competitively selected for FY 2009–2010 based on responses to the new RFA
Increase coordination of media and marketing campaigns across goal areas	The BTPP implemented a new marketing portal called the Media Hub which provides community intervention grantees with access to marketing materials
Provide direction on program goals and on effective methods for youth engagement	The BTPP has trained community intervention grantees in policy implementation and youth engagement
Recommendation 2: Support and facilitate anti-tobacco coalition development	
Evaluation findings	Bureau of Tobacco Prevention Program's response
Encourage stakeholder partnerships	Expectations for partnership development stated in the RFA
Include measures for partnership development to guide community intervention grantees	Robertson Consulting, Inc., currently conducts a 'Partnership Self-Assessment' with each community intervention grantee to inform the grantee and the BTPP about progress with partnerships
	A partnership resource toolkit was developed
Include coalition sustainability framework in future work plans	Training on policy implementation and sustainability provided to community intervention grantees
	Sustainability activities are included as part of the 2009–2010 work plan
Recommendation 3: Provide resources and support to community intervention grantees	
Evaluation findings	Bureau of Tobacco Prevention Program's response
Implement additional communication channels	Monthly statewide phone calls with grantees
	Communication via ATACS system
	The BTPP SharePoint site is currently being updated
Provide a core set of trainings on targeted areas	Technical assistance provided via phone calls and regional meetings
	Regional Tobacco Prevention Coordinators provide technical assistance to counties within their regions
Measure short-term and intermediate outcomes	Ability to measure outcomes incorporated into 2009-2010 work plan in ATACS
Provide resource materials to support the work plan	Toolkit to support reporting of outcomes was developed and distributed

Cessation Interventions

The Florida Quitline is a free telephone-based counseling service offered to all Florida residents who meet medical protocol. The Quitline contract provides over \$4 million in free nicotine replacement therapy with the balance of the contract amount for counseling. In November 2009, the American Cancer Society assigned its contract for Quitline activities to Free and Clear. The Florida Quitline provides services through self referral where the caller calls the Quitline directly and the patient through a physician faxing a referral to the Quitline and a Quitline coach calling back at the requested time. Both methods are beneficial to the success of this program. Quitline callers are provided the options of receiving telephone-based cessation counseling or being referred to an Area Health Education Center (AHEC) for group counseling. The contract with Free and Clear includes providing counseling services for up to 33,500 clients. The counseling services include up to five free cessation sessions (eight for pregnant women) by a specially trained quit coach. During the counseling sessions, the client makes a plan to quit, selects a quit date, receives tips on how to overcome the urge to smoke, and free nicotine replacement therapy (NRT) for those that medically qualify. Evaluators follow up with the smokers after seven months to see if they successfully stayed tobacco free or to provide additional information on making another quit attempt.

County Health Departments—Floridians who meet the medical protocol and are attending cessation classes or who are referred by a physician are able to access free NRT through all 67 Florida county health departments. Eligible Floridians are mailed the NRT directly to their homes.

Area Health Education Centers (AHECs)—The Department partners with the AHECs to provide face-to-face tobacco cessation counseling. This year the Department also provided \$200,000 in NRT to be used in conjunction with the in-person tobacco cessation counseling.

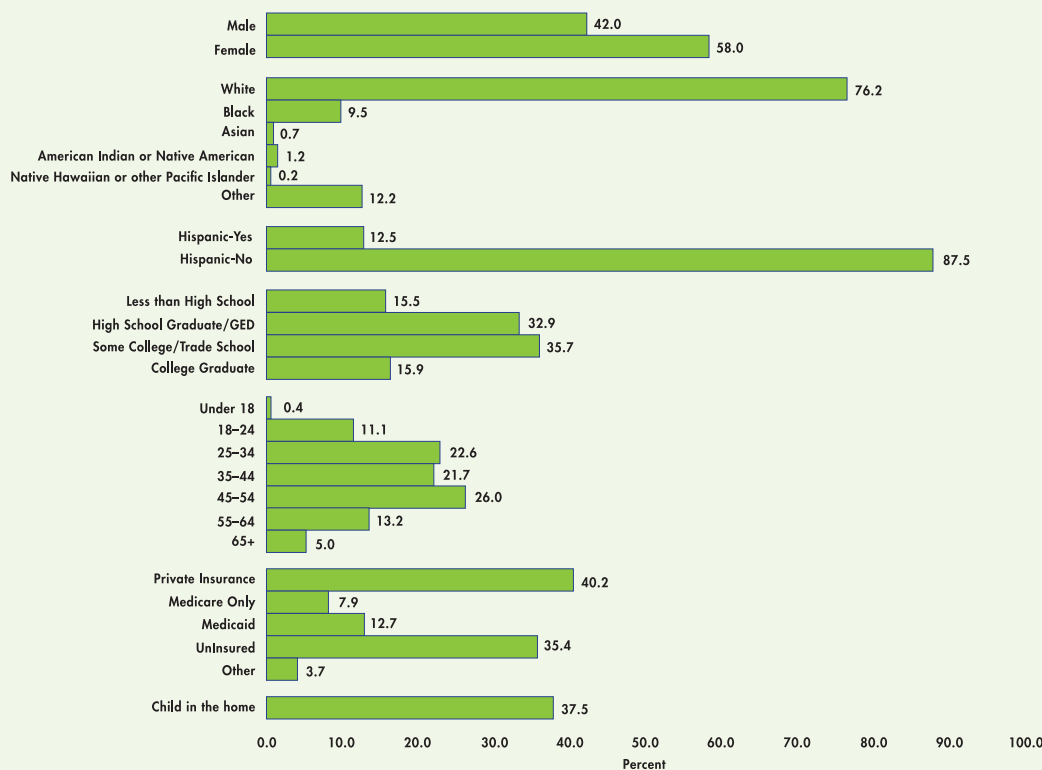
Rural Hospital Cessation Program—The 2009 Florida Legislature increased funding for cessation and appropriated \$2 million for NRT. The Bureau reviewed the data regarding tobacco use, including smokeless tobacco and decided that the best use of the funds would be to provide rural hospitals with the ability to become cessation centers. The rural hospitals applied through a competitive grant process for funding for cessation counseling and free NRT for employees, patients, and their families. The grant requires the hospital property to become tobacco or smoke free, to train hospital health care professionals on the clinical guidelines for the assessment, diagnosis and treatment of tobacco use, to provide tobacco cessation services for employees, patients and their families, and to dispense free nicotine replacement therapy.

Quitline evaluation highlights- Fiscal Year 2008-2009

- The Quitline served over 22,000 callers in fiscal year 2008–2009.
- Nearly all callers who complete Quitline registration (over 90%) are tobacco users calling for help with quitting tobacco.
- At the time of caller intake, more than nine out of ten tobacco users elected to enroll in counseling. This surpasses the CDC benchmark of 75% of callers accepting telephone cessation counseling services.
- NRT was provided to over 11,500 tobacco users. The majority (over 62%) of these users received a 4-week supply of NRT.
- The Quitline is successfully reaching some high-risk and high tobacco-use prevalence groups, including younger tobacco users, individuals from low socioeconomic groups, African-Americans, and uninsured tobacco users.
- The following groups are underutilizing the Quitline- males, senior citizens, and parents of children under 18.
- The quit rate for Quitline callers is 35.6%. This rate is comparable to other states that provide services similar to Florida.
- Callers reported being very satisfied with all aspects of the Quitline. Overall, 90% of callers were satisfied with the service received from the Quitline and 93% would recommend the Quitline to a friend.



Percentage of Quitline Callers by Demographic Group, Fiscal Year 2008–2009



Quitline Evaluation

In April 2008, Professional Data Analysts, Inc., began an independent evaluation of the Florida Quitline. The evaluation is designed to assess the functioning and outcomes of the Quitline and the extent to which the Quitline media campaign is successful in driving smokers to call the Quitline. The evaluation results are used by the BTPP to make mid-course and yearly corrections to Quitline functioning and to the Quitline media campaign, and to identify and recognize areas of success. At this time, recommendations from the 2008–2009 evaluation are being implemented.

Recommendations based on the 2008–2009 Quitline evaluation and the BTPP response to the recommendations.

Recommendation: Sustain Quitline call volume year-round	
Evaluation findings	Bureau of Tobacco Prevention Program’s response
Avoid spiking Quitline call volume to unmanageable levels to ensure quality service and adequate resource management	Employed population-based media strategy to equally cluster statewide designated market areas into two buy groups and included free nicotine replacement therapy messages via broadcast radio by market clusters
Recommendation: Consider strategies to better meet demands for services	
Evaluation findings	Bureau of Tobacco Prevention Program’s response
Reconsider the allocation of funds for counseling vs. NRT	The BTPP is examining the current allocation of funding for counseling and NRT and plans to reallocate the funds to increase the percentage of Florida’s tobacco users who are served by the Quitline
Refer callers to other existing cessation programs	The BTPP has implemented a process to refer Quitline callers to AHEC cessation classes if the callers prefer face-to-face counseling
Increase funding for the Quitline	The Quitline contract amount was increased and now includes counseling services and NRT for over 30,000 tobacco users
Consider supplementing the Quitline with interventions such as an internet-based counseling	The BTPP applied for and received American Recovery and Reinvestment Act of 2009 (ARRA) stimulus funds, a portion of which will be used to develop an internet-based cessation counseling service for Floridians

Cessation Interventions continued

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 2009 session, the Florida legislature provided the Florida AHEC Network a total of \$10 million with \$6 million designated to provide tobacco prevention and cessation training to current and future health professionals and \$4 million to provide cessation services within each county in the state.

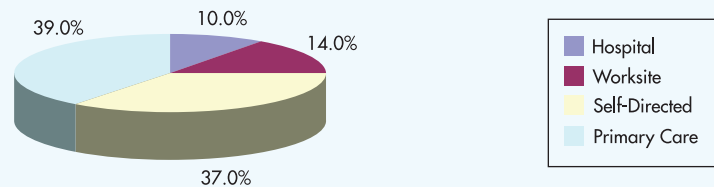
With the goal of strengthening the capacity of Florida's health care system to deliver effective tobacco use prevention and cessation services, AHEC trains the current and future health care workforce on evidence-based approaches, and provides tobacco cessation services that are readily available in all of Florida's counties. AHEC cessation counseling and the Quitline offer complementary cessation services. Floridians who want 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.

Fiscal year 2008-2009 highlights:

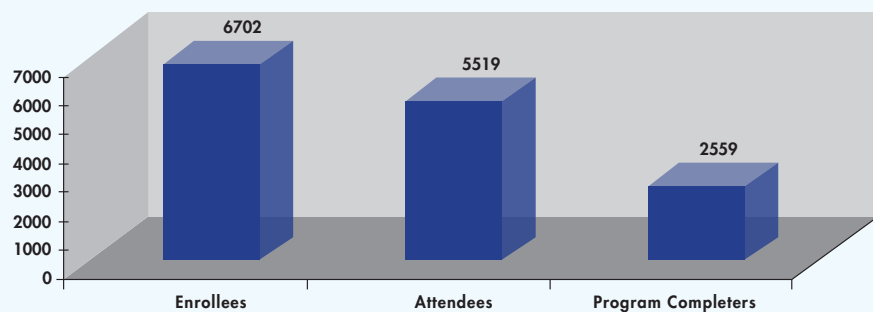
- Provided an AHEC tobacco training to over 4,400 health professionals and 8,100 health professions students, representing more than 34 distinct health professions;
- A total of 42 colleges, universities, and technical schools located throughout the state and representing 29 health professions participated in AHEC anti-tobacco training programs for health professions students;
- Over 90,000 youth in 58 Florida counties were provided with AHEC tobacco prevention education;
- Provided more than 7,000 Floridians with cessation counseling; and
- Over 11,000 tobacco users were referred to the Florida Quitline.

Of the tobacco users who were referred to AHEC cessation services, 6,702 enrolled in a cessation program. An enrollee is defined as a person who completes initial screening assessments and is assigned to a cessation counseling individual or group session. Of the people who enrolled in cessation services, 5,519 were classified as attendees. An attendee is defined as a person enrolled in cessation counseling who attends at least one session. The cessation program was completed by 2,559 individuals. Program completers are persons who complete the 4 or 6 week Quit Smoking Now group cessation course or complete at least one individual counseling session.

AHEC Tobacco Cessation Referrals by Source, Fiscal Year 2008–2009



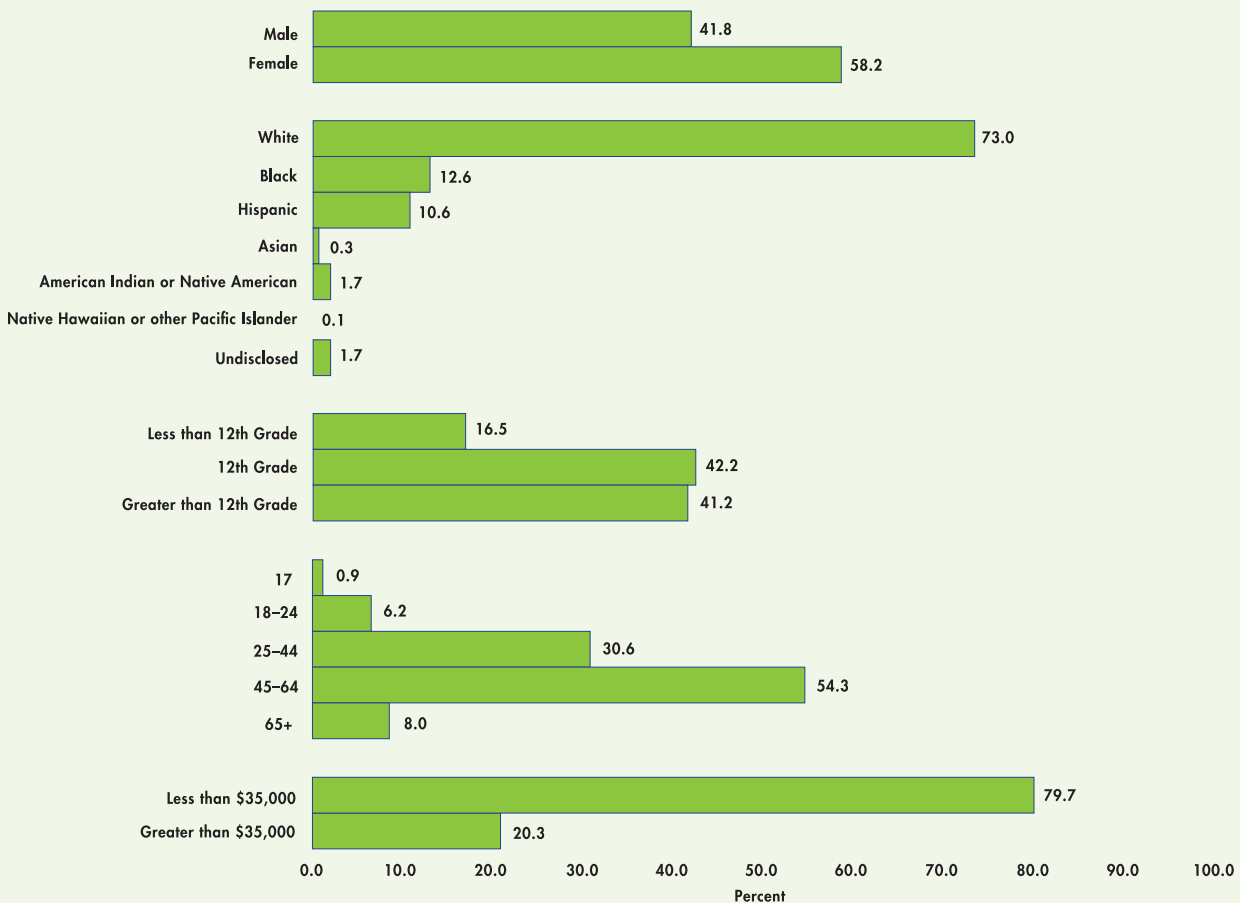
AHEC Cessation Group and Individual Cessation Clients, Fiscal Year 2008–2009



AHEC Cessation Data

The AHEC network provides community-based cessation services in all of Florida's counties through its Quit Smoking Now Program. This program is a four to six week group cessation class. The network also provides one-on-one cessation services for clients who are unable or prefer not to attend group counseling.

Percentage of AHEC Network Tobacco Group Cessation Participation by Demographic Group, FY 2008–2009



AHEC Evaluation

RTI, Inc. the overall independent evaluator was selected for conducting an external, independent evaluation of the AHEC training component. Professional Data Analysts, Inc. was contracted to conduct an external, independent evaluation of the AHEC cessation component in late December 2009. The evaluation of both the training and cessation components will begin during the first quarter of 2010 and evaluation results and recommendations are expected for the 2010 annual report.

Administration and Management

Program Infrastructure

The Bureau of Tobacco Prevention Program is housed within the Division of Health Access and Tobacco in the Florida Department of Health. It is headed by a Bureau Chief with a master's degree in community and school health education and more than 30 years of public health experience, who supervises 15 staff in Tallahassee and five staff regionally.

The majority of the staff, with the exception of three positions, is funded by a cooperative agreement with the Centers for Disease Control and Prevention (CDC). The BTTP is fully staffed by individuals with specific program area expertise. Staff members include the following:

- **Administration and Management**
 - Bureau Chief
 - Assistant Bureau Chief
 - Administrative Assistant
- **State and Community**
 - Community Program Manager
 - Four Regional Tobacco Prevention Coordinators
 - Five Community Grant Managers
 - Youth Coordinator
- **Florida Clean Indoor Air Act Coordinator**
- **Cessation Coordinator**
- **Health Communication Coordinator**
- **Surveillance and Evaluation Coordinator**
- **Disparities Coordinator**
- **Tobacco Advisory Council/ Special Projects Coordinator**
- **Business Analyst/ Information Technology Support**

Tobacco Education and Use Prevention Advisory Council

The Tobacco Education and Use Prevention Advisory Council, created by Section 381.84 (4), Florida Statutes, has 23 members and provides advice on the direction and scope of tobacco prevention and control activities to the State Surgeon General. The Council works through three subcommittees that concentrate on identified issues and make recommendations to the Council.⁶

Youth Programs Subcommittee:

This subcommittee reviews and supports youth prevention programs that are a part of the State and Community Interventions tobacco program component.

Health Communications Subcommittee:

This subcommittee provides advice and makes recommendations on the Health Communications tobacco program component.

Surveillance and Evaluation Subcommittee:

This subcommittee provides advice and recommendations on surveillance and evaluation activities.

Training

The fixed capital outlay tobacco funding, appropriated by the 2007 Legislature, has provided video teleconferencing equipment currently being installed in all 67 county health departments and DOH headquarters. All equipment will be installed and operational by the summer of 2010. The BTTP will be using the equipment for webinars, conference calls, online training, and video web casts to provide tobacco prevention and control training for community interventions grantees, AHECs, and other stakeholders. The new equipment should provide a costs savings in travel to the State of Florida.

⁶ Subcommittee minutes are posted to the Department website under Florida Tobacco Education and Use Prevention Advisory Council.

Centers for Disease Control and Prevention (CDC) Tobacco Prevention and Control Grant

The Bureau of Tobacco Prevention successfully competed for the CDC Tobacco Prevention and Control Cooperative Agreement Grant in 2008. The CDC grant is \$1,873,658.00 annually through 2013 and provides funding for the majority of the Bureau of Tobacco Prevention Program staff. Florida has received CDC funding for over 10 years, however, the 2008 increase in funding is over \$1.2 million annually over previous years. Over the five year grant period, the CDC grant requires Florida to focus on: 1) developing an overall strategic plan and a statewide tobacco coalition; 2) developing and implementing policy and systems changes that support tobacco prevention and cessation; 3) providing training for staff; and 4) reducing tobacco related disparities.

Tobacco related disparities are gaps between populations in tobacco use prevalence, tobacco related health problems, and tobacco related health risks. These gaps are often seen in low socioeconomic groups, some racial and ethnic groups, and in young adults, ages 18–24. During year one of the CDC Tobacco Prevention and Control Cooperative Agreement Grant, the BTPP staff focused on reducing tobacco related disparities in the African American, Hispanic American, and Native American populations.

- **Historically Black Colleges and Universities (HBCU)**

The BTPP is currently working with the HBCUs to gather data regarding tobacco use and the interventions that could be used to prevent and/or reduce tobacco use in the college population. During the 2008–2009 fiscal year, the project was focused on collecting data on the health behaviors and social norms of the college population and data collection will continue into the 2009–2010 fiscal year. Building upon the data, the program will expand to establish student health councils and executing the best interventions to change the social norms of the college population.

- **Foto Novella Project**

The BTPP is working with the Florida State University to develop and focus test health literacy materials regarding tobacco and diabetes. The materials will provide information and education targeted for Hispanic, African American, and Native American populations. The completed materials will be available on the DOH website. The focus of this project is to educate these populations on the effects of tobacco use, to increase health literacy, and to empower these populations to make healthy behavior choices.

- **Native Americans**

According to 2005 United States Census Bureau data, Florida is home to the tenth largest Native American population in the US. The CDC has designated the Native American population as a group that is disparately affected by tobacco use. Unadulterated tobacco plays a ceremonial role in Native American culture, tradition, and religion, but the use of commercial tobacco is increasing within this population. The BTPP is partnering with the Interagency Tribal Leadership Council and Chief Jerry Lang, to conduct a program to educate and develop policies with Florida's tribes to eliminate the use of commercial tobacco by Native American youth.

Looking to the Future— A Tobacco Free Florida

The Tobacco Prevention Program is dedicated to preventing the disease and disabilities caused by tobacco. The experienced staff continuously reviews research and evaluation data to improve current programs and stay up-to-date on the latest clinical practices and community evidence-based guidelines to prevent and avoid tobacco use.

The success and outreach to partners and stakeholders across the state and CDC has provided numerous opportunities to progress toward making Florida Tobacco Free. Two examples, hopefully to be brought to fruition and reported on in the 2010 Report, are efforts with the United States military and Florida's correctional system. The DOH comprehensive statewide tobacco education and use prevention program has been in discussions with the United States military branches (army, air force, and marines) and asked to provide technical expertise and other assistance in efforts to make Florida military bases smoke free. Similarly, the Florida correctional system has sought assistance in efforts to eliminate tobacco usage in its facilities statewide. Clearly these are two examples of how this program is impacting and changing the norms regarding tobacco use.

In ongoing efforts to expand and enhance outreach the BTPP applied for American Recovery and Reinvestment Act of 2009 (ARRA) stimulus funds in November 2009 and received confirmation of grant funding on January 19, 2010. The application includes plans to expand our cessation efforts by 1) enhancement of DOH's electronic medical record system to include a systems change "stop" for tobacco use assessment and referral to the Florida Quitline; and 2) development of a stand-alone internet-based cessation service for Florida's residents. The funding will provide Florida the ability to have a full service cessation program that may be accessed by fax, phone, in-person, and now the Internet.

The Department's tobacco prevention efforts are evolving and moving forward. Whether changes toward progress are generated by professional evaluation recommendations, guidance from advisory bodies, or funding and expertise from our federal partners, the Department is fulfilling the directives of Floridians expressed in the Constitution. The program is protecting people, especially youth, from the health hazards of using tobacco. It is a program which Florida's statewide elected officials, legislative body, and citizens can proudly claim as an effort for the good of all.

If you would like to know more about any of the information within this report, please feel free to contact the Florida Department of Health, Bureau of Tobacco Prevention Program at 850.245.4144. Thank you for your dedication and support of the Florida Tobacco Prevention Program.



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