

## **Bureau of Tobacco Prevention Program**

**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
- Reduce tobacco-related disparities

### **Administration and Management**

**Jessica Rivenbark, Acting Division Director/Bureau Chief 850.245.4444 x2711**

The Bureau is housed within the Division of Health Access and Tobacco. It is responsible for planning, implementing, assessing, developing and evaluating programs that follow the 2007 Centers for Disease Control and Prevention (CDC) Best Practices for Tobacco Prevention and Control. Funding for the program is provided largely by state appropriation and an additional competitive CDC Tobacco Prevention and Control Grant.

### **State and Community Interventions**

**Gregg Smith, M.B.A., CHES 850.245.4444 x 2485**

Contracts with grantees from 64 counties have been established with organizations to create or maintain a county level tobacco prevention and control program. The programs focus on mobilizing community partners to establish policies, environment, and systems change that will support long-term social norm change, prevent initiation of tobacco use among youth and young adults, eliminate secondhand smoke exposure and promote cessation from tobacco use.

County tobacco-free partnerships focus on: (1) prevent initiation of tobacco use among youth and young adults (2) eliminate secondhand smoke exposure and (3) promote cessation from tobacco use.

### **Youth and Young Adult Prevention**

**Laura Corbin 321.403.0926**

The Bureau's youth prevention component focuses on two specific outcomes: reducing access to tobacco by minors and countering pro-tobacco influences. The youth program's advocacy organization is Students Working Against Tobacco (SWAT). SWAT shares the vision of the Bureau and works on both a local and state level to meet the objectives of the youth prevention component. The Young Adult program focuses on creating tobacco free environments in the 18-24 year old population.

### **Cessation Interventions**

**Sonja Bradwell 850.245.4281**

The Florida Quitline is a toll-free telephone-based tobacco use cessation service. The Quitline offers individualized counseling and support to any Floridian who is ready to quit using tobacco. Callers receive free cessation counseling by specially trained counselors who coach callers for up to five proactive sessions to make a plan to quit, select a quit date, and offer tips on how to overcome urges to smoke. Nicotine replacement therapy is currently being provided free to anyone who meets the medical protocol.

### **Health Communication Interventions**

**Donna Williams 850.245.4444 x 2707**

Tobacco Free Florida, the statewide youth prevention and adult cessation campaign, launched in February 2008. The campaign has reached millions of Floridians through its advertising, online social media, grassroots initiatives, educational outreach and public relations efforts. Funded by Florida's tobacco settlement funds, the campaign engages culturally and economically diverse audiences with its high impact messaging.

### **Surveillance and Evaluation**

**Lauren Porter 850.245.4444 x3097**

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

### **Disparities**

**Kalinda Pyles 850.245.4444 x 2644**

The Tobacco Disparities Program was created in 2006 to address tobacco related disparities in the state of Florida. Per the Department's agreement with CDC, a Priority Population Workgroup was identified to develop and implement a disparities strategic plan. Four major populations have been identified as the priority populations: African-American; American Indian/Alaska Native; Asian-American/Pacific Islander; and Hispanic/Latino.

### **Florida Clean Indoor Air Act**

**Sonja Bradwell 1-800-337-3742**

The Florida Clean Indoor Air Act (FCIAA) was enacted in 1985 by the Florida Legislature. The purpose is to protect people from the health hazards of secondhand smoke. The Department of Health along with the Department of Business and Professional Regulation work together to enforce the FCIAA in workplaces.

### **Tobacco Advisory Council**

**Jane Parker 850.245.4444 x 2774**

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.

### **Area Health Education Centers**

**Jessica Rivenbark 850.245.4444 x2711**

The Bureau has a contracted partnership with the Area Health Education Centers (AHEC's) to provide face-to-face tobacco cessation to medically underserved populations and to train health professions students in brief (1-3 min.) to moderate (4-30 min.) intervention therapies. Also, the AHEC's create and implement sustainable changes (especially in tobacco screening and brief intervention therapies) in the practices of physicians, rural hospitals, community health centers, and other safety net sites.