

Meeting Report

Tobacco-Free Partnership of Dixie County

May 12, 2009, 12:00-1:00 PM

Location: Dixie County Public Library
Dixie Plaza, Hwy. 19, PO Box 5080
Cross City, FL 32628

Attendees:

- Tracy DeCubellis, QDREF Dixie County Program Administrator
- Dr. Dawn Grinenko, QDREF Gilchrist County Program Administrator
- Martha Rose, Haven Hospice
- Dewayne Chavous, Suwannee Lumber
- Amy Chavous, Suwannee Lumber
- Angela Bergsona, Gilchrist/Dixie Health Department
- Wesley Asbell, Gilchrist/Dixie Health Department
- John Jenkins, Suwannee Lumber
- Terri Jenkins, Suwannee Lumber
- Karen Powers, Florida Forest
- Cindy Berryhill, Stim-u-Plant
- Jan Parkes, Family Medical Practice of Cross City
- Nathan Von Stein, First Baptist Church of Cross City
- Holly Houghton, UF Dixie County Extension

Partners Not In Attendance:

- Manette Cheshareck, Tobacco Cessation Specialist, Suwannee River AHEC
- Cindy Bellot, Manager, Dixie County Library
- Donna Creamer, Executive Director, Pure Water Wilderness
- Thomas J. Harrington, American Heart Association

Agenda:

This meeting of the Tobacco Free Partnership had two goals: 1) to discuss the significance of point-of-purchase advertising in the community, especially with regards to youth tobacco initiation, and 2) to train TFP members as volunteers to survey local retailers using the StoreALERT survey.

Background:

The County seat of Dixie County is Cross City. Demographics include a population of 14,942. The largest cities are Cross City followed by Horseshoe Beach. Average annual wage is \$27,270 (2006) and per capital income \$19,732. This rural agricultural area is described as having been a producer of tobacco for several generations.

Meeting:

This was the highest turnout to date for a Dixie County Tobacco-Free Partnership Meeting. Dr. Grinenko introduced QDREF staff, Ms. Decubellis, and members introduced themselves.

Dr. Grinenko provided the lunchtime presentation of the StoreAlert survey discussing the local impact of point of purchase advertising in Dixie County. (see attached presentation).

The participants appeared interested in the topic. They were invited to volunteer to fill out surveys and return them via mail. Copies of the Store ALERT Report Card were provided to all of the volunteers.

After the presentation, the group held an open discussion. The discussion turned to trying to limit tobacco advertising in local stores. It was pointed out that the Store ALERT survey is the first step; once there is objective data to show the level of advertising, the TFP can then use that information to try and make changes at the local level.

Dr. Grinenko took this opportunity to discuss another area of policy change: limiting tobacco use in public parks, especially those used by children. Dr. Grinenko pointed out that most communities that have passed such local ordinances have used litter ordinances that included specific language regarding tobacco products. Dr. Grinenko suggested a task force to look into this in Dixie County.

Most of the TFP members felt that Donna Creamer (Dixie-Gilchrist-Lew Tourism Board) and T.J. Harrington (American Heart Association) would be ideal members of such a task force. The group agreed that a task force should be formed, but decided to table its creation until the next meeting so as to include Donna Creamer and T.J. Harrington in the discussion.

Summary:

This meeting was designed to discuss the significance of point-of-purchase advertising in the community and to train TFP members as volunteers to survey local retailers using the StoreALERT survey.

Outcomes:

- QDREF staff will collect Store ALERT surveys over the next several weeks; completed forms will be included in a report on tobacco retailers in Dixie County.
- Recommend stamped return envelopes next time Store Alert presentation is done to facilitate return of surveys.
- The Dixie County TFP agreed to form a task force looking into tobacco restrictions in local parks, but decided to put this on the formal agenda at the next meeting to include members uniquely qualified to participate on the task force.
- Nathan VonStein from the First Baptist Church was present and invites us to be present at his youth groups and activities in any way we would like. He is very interested in helping kids stop using smokeless tobacco as he himself was addicted and able to quit. Definitely a resource in this community.
- Update StoreAlert slides to include specific examples of tobacco advertising in Dixie County.