

Dixie County Tobacco-Free Partnership: Quarterly Meeting 11/09/2011

Attendance:

Quit Doc Tobacco Prevention Specialist; Quit Doc Policy Manager; Dixie Chamber & Dixie Education Foundation leader; Dixie School Board Policy/Facilities Director; Dixie High SWAT Advisor; Dixie High SWAT youth leadership; Suwannee River AHEC Representative; Town of Cross City Clerk and City Manager; Dixie Chamber of Commerce President; Dixie High School Guidance staff; Town & Country Guide Magazine Owner

Agenda:

SWAT report on Great American Smoke Out with Rick Bender, legislative update on recent smoke-free legislation, review of the retail advertising policy objective, and local community outreach

Meeting:

Outreach and relevance at important community events including participation with the Great American Smoke Out were shared along with a discussion about tobacco industry advertising.

Summary:

After the Partnership Chair welcomed members, the Co-Chair gave a thrilling report about the successful fishing tournament which the partnership had sponsored. They had an incredible turnout and youth along with their parents received tobacco-free materials in addition to the great advertising exposure the partnership gained from the event. Quit Doc Foundation's Policy Manager next explained the policy on restricting tobacco industry advertising, sharing important statistics and facts about the industry at-large as well as local retailer surveys which had taken place since the last quarterly meeting. He was followed by SWAT youth and their announcement of plans to have a very involved Great American Smoke Out event. Details about the special guest speaker were also shared with the adult partnership members as the event was to be held at the high school with community leaders invited to attend. A legislative brief about recent smoke-free bills was given by Quit Doc's Policy Manager and the Co-Chair distributed a news article from the most recent local legislative delegation meeting where the issue of local control and smoke-free outdoor jurisdictions was brought to the legislators' attention. Lastly, the local family medical practice's director reported on the latest annual Dixie County Health Walk and obtained support from SWAT youth to volunteer. Every year the partnership has been involved in helping with the Health Walk, promoting cessation, and raising awareness about tobacco issues.