

2010 ACTION State Grantee Project Summary

State: Florida

Project Title: *Tobacco Cessation Summit & Action Plan*

Name of Lead Organization: American Lung Association in Florida

Partnering Organizations: Florida Department of Health, Florida Academy of Family Physicians, Florida Osteopathic Medical Association, Tobacco Research and Intervention Program at H. Lee Moffitt Cancer Center, the American Cancer Society, the American Health Association, the Area Health Education Centers

Audience/System: Employers and employer groups, insurers, healthcare providers, policy leaders

Summary: Florida will hold a broad summit of 200 persons with a goal of increasing the number of employers that implement tobacco cessation policies and programs. The unique meeting will highlight various forms of social media to share information, create dialog, engage participants, and gain consensus. There will be simultaneous conversations with and immediate feedback from those participating virtually from around the state. Employer groups, health care systems, and insurers will be the primary audience.

Objectives:

- Conduct a Tobacco Cessation Summit in the fall of 2010. Target audiences are large employers (including state and municipal), health providers, health care insurers, policy leaders, public health professionals and others, with a goal of 100 people actively participating in person with an additional 100 participating via video conferencing;
- Educate participants about the health and economic benefits of 1) treating nicotine addiction as a chronic relapsing disease and 2) providing comprehensive smoking cessation treatment consistent with the U.S. Department of Health and Human Services' Public Health Service Clinical Practice Guidelines on Treating Tobacco Use and Dependence;
- Use consensus group action steps created at the summit to develop a work plan for the state of Florida with measurable, low or no-cost strategies that participants can implement within their own organizations; and
- Follow up with each participant/organization to encourage implementation of the work plan and to provide technical assistance in moving the issue forward within each of the target audiences.