



Using Social Media at a Summit to Create an Action Plan



A Call for ACTION



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Tobacco Policies in Florida

- **Strong smoke-free indoor air laws**
- **Cigarette tax increased by \$1/pack in 2009**
- **Constitutionally mandated tobacco control funding**





Florida ACTION Grant Goal

To decrease smoking by increasing the number of employers who offer tobacco cessation policies/programs to help their employees quit.

Florida's Summit



- **Fall of 2010**
- **Broad audience of 200 participants**
- **Use of social media and interactive roundtables**
- **Summit Outcome: Establish a statewide plan of action**

Social Media's Role in Summit



Benefits of Social Media to Summit



- Expands audience base
- Provides immediate feedback
- Shares resources
- Creates dialogue
- Allows real-time polling
- Leverages press outreach

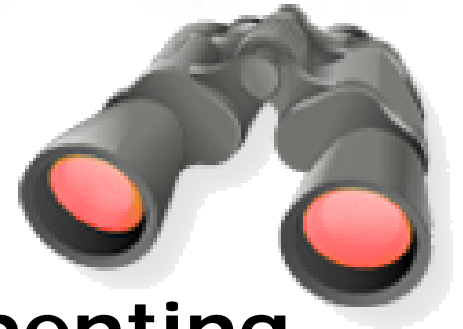
Summit Partners



- Additional Outreach to:
 - Florida Chamber of Commerce
 - Florida Association of Health Plans
 - Florida Hospital Association
 - March of Dimes
 - Area Health Education Centers



One Year From Now...



- **Plan of action finalized**
- **Summit participants implementing action plans**
- **Policy leaders educated**
- **Large employers educated and considering cessation coverage**



**We will breathe easier when the air in every
American community is clean and healthy.**

**We will breathe easier when people are free from the
addictive grip of tobacco and the debilitating effects of lung
disease.**

**We will breathe easier when the air in our public spaces and
workplaces is clear of secondhand smoke.**

**We will breathe easier when children no longer
battle airborne poisons or fear asthma attacks.**

Until then, we are fighting for air.