



Welcome to the 2017 FRPA Conference!



Together We Can Continue Making
Florida Tobacco-Free





Presenters



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Director of Parks and
Recreation



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Supervisor of Parks
and Recreation



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Health Educator
Consultant

"Together We Can Continue Making Florida Tobacco-Free"

Learning Objectives:

- Identify ways to collaborate in your community and re-create this program.
- Identify potential sponsors (health care organizations, wellness advocates, youth program leaders, smoke free businesses and organizations, colleges/universities, local municipals and county).



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Learning Objectives:

- Identify Stakeholders in your community that will support your programs for tobacco prevention.
- Local advocacy organizations, police and fire department, professional sports team, residents and elected officials.



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Learning Objectives:

- Recognize the value of the City of Hialeah's Anti-Tobacco Program to your own departments and communities.
- Educate community on the harms of tobacco use and secondhand smoke exposure
- Spread awareness on new marketing tactics targeting youth
- Prevention of youth tobacco consumption
- Improving the health of residents and reducing health care costs.



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City of Hialeah

Here is a brief look at our City:

- 240,000 residents
- Fifth largest city in the State of Florida
- 95 percent of the city's residents are Hispanic
- The estimated median income is \$29,600.
- Current unemployment rate is approximately 15 percent, higher than the state average of 10 percent
- It is estimated that 19.7 percent of families in Hialeah with children under 18 years of age are below the poverty level
- 83 percent of Hialeah children in grades K-8 are in the free/reduced lunch program as shown in 2011 data from Miami-Dade County Public Schools



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- The Department of Parks and Recreation is responsible for providing quality recreational, fitness, cultural, and educational facilities and programs that serve the citizens of Hialeah.
- The Department of Parks and Recreation offers a wide variety of recreation activities to area residents and visitors. Services include the provision of active parks, picnic and scenic areas. Active recreation programming includes youth and adult athletics (i.e. girls and boys, football, soccer, baseball, softball, volleyball, cheerleading, swimming and water polo), summer and holiday out of school camps and a host of other activities for citizens of all ages. City park facilities and community centers provide meeting space and host a number of arts and crafts and fitness activities.

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Annual Tobacco Prevention Summit

- The City of Hialeah Department Parks and Recreation in collaboration with the Florida Department of Health in Miami-Dade County continue to partner to provide the **Annual Tobacco Prevention Summit**.
- The purpose of this event is to provide our community with valuable knowledge on the possible health effects of tobacco use and provide assistance to those who are addicted to tobacco.



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Collaboration: How did we get here

- Event started as a local park event and it grew to a community-wide effort.
- Identified potential sponsors by connecting the event to organizations that were aligned to our mission.
 - Past sponsor have included: Papa Johns Pizza, Coca-Cola, Wells Fargo, Miami Marlins, Miami Heat, Leon Health Centers, Miami Dade College
 - Potential sponsors that can assist with your efforts: Health care organizations, wellness advocates, youth program leaders, smoke free businesses and organizations, colleges/universities, local municipals and county.

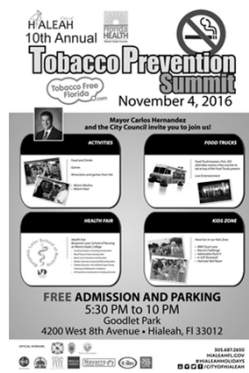
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Marketing and Outreach

- Direct invitation from the City Mayor to local municipalities and their elected officials
- Direct invitation from Parks Director to local park agencies
- Posters and Flyers
- Social media and email blast campaign
- Banners placed throughout the city
- Local television station coverage (Hialeah Channel 77)
- Community blitz
- Local television and radio advertisement and coverage

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Event Flyer



Stakeholders

- Elected official support (Mayor and Council)
- Support of neighboring park and recreation departments
- Local advocacy organizations
- Police and fire departments
- Professional sports team
- College and University support
- Residents
- Media

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Event Agenda

5:00-6:00: Arrival of Participants (play sponsor announcements at 5:01 p.m., 5:15 p.m. and 5:28 p.m.)
6:00-6:30: (Inside Goodlet Theater) Opening Remarks, Welcome by City Officials, Invocation; Pro Athletic/Collegiate Sports' Team Dance /Cheer performance
6:30-7:05: Guest Speakers (30 min)
7:05-7:30: Participants' dismissal from theater and out onto Goodlet Park's lawn (outdoor stage D.J. Pumps Up the arriving crowds with music and pro athletic/collegiate sports' teams mascots)
7:30-7:50: Goodlet Theater Cultural Arts Performances (Dance teams and Drama Performers)
7:50-8:10: Public Service Announcements on the Big Screen
8:10-8:40: Hialeah Fire Department Demonstration
8:40-9:10: Hialeah Police Department K-9/SWAT Demonstration
9:10-10:00: Entertainment

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Site Plan



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Tobacco Prevention and Control Program

The Tobacco Prevention and Control Program at the Florida Department of Health in Miami-Dade County focuses on improving the health of Miami Dade County residents through policy and systems change through four main goals and program components:

- Prevent Initiation of Tobacco Products Among Youth and Young Adults
 - Point of Sale Initiative
 - Young Adults
- Eliminate Secondhand Smoke Exposure
 - Smoke Free Multi-unit Dwellings
 - Smoke Free Public Housing and Senior Residential
- Promote Cessation from Tobacco Use
 - Tobacco Free Worksites
 - Quit Your Way
- Maintain Infrastructure of Students Working Against Tobacco (SWAT) and the Miami-Dade Tobacco-Free Workgroup

Tobacco-Free Workgroup

- Established in 2008
- Vision: To Create a Tobacco-Free Miami Dade.
- Mission: The Tobacco-Free Workgroup is to collaborate with community stakeholders to decrease smoking, tobacco use, and exposure to secondhand smoke in Miami Dade County.



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Students Working Against Tobacco (SWAT)

- Students Working Against Tobacco (SWAT) is a statewide youth advocacy and leadership organization which equips Florida Youth to mobilize against the nefarious tactics employed by the tobacco industry.
- Clubs operate in middle and high schools & at community based and faith based organizations.
- The Miami-Dade SWAT Chapter consists of 17 clubs and over 400 students.
- The City of Hialeah has 6 clubs at various parks.
- Clubs conduct educational and advocacy activities to support anti-tobacco education and advocacy.

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The Value of the Program

- Support of this program aligns with the of the Department of Health and the Miami Dade Tobacco-Free Workgroup.
- Through Students Working Against Tobacco (SWAT) and local partners this event assists with engaging and educating the community on tobacco related issues.
- This community-wide event is a great opportunity to educate the community at large, promote tobacco-free living and provide valuable information to the community on how to assist in helping achieve a tobacco-free Miami-Dade County.
- Helps spread awareness on the harms of tobacco and marketing tactics in order to reduce youth initiation of tobacco use, secondhand smoke exposure rates and increase the percentage of current tobacco users who attempt to quit.
- This event has brought tobacco prevention awareness to the forefront to both residents and decision makers to take a stand against tobacco.
- Sets the standard and influences neighboring cities to support program efforts and follow the path of policy change as the City of Hialeah has exemplified in their work.

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Tobacco Prevention Summit Through the Years (2006-2016)



Tobacco Prevention Summit Through the Years (2006-2016)



Park to Park Poster Contest



Highlights



City of Hialeah Annual Tobacco Summit
Annual Coastal Beach Cleanup
Presentations at Municipality Commission Meetings



Smoke-free Multi-unit policy development
Tobacco Prevention Education and Awareness



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Why are you tobacco free?



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For more information about the Florida Recreation and Park Association visit www.frpa.org.
