

# Meeting Report

## Tobacco Free Partnership of Dixie County Meeting

February 25, 2009, 12:00 PM – 1:30 PM

**Location:** Smokey's BBQ  
Dixie Plaza, Highway 19  
Cross City, FL 32628

**Attendees:**

- Tracy DeCubellis, QDREF
- Dr. Dawn Grinenko, QDREF
- Ira Mikell, Dixie County Times
- Jan Parkes, Family Medical Practice
- Julie Squires, Dixie County Chamber of Commerce

Members not in attendance:

- Perry Davidson, Dixie County High School SWAT Coordinator
- Manette Cheshareck, Suwannee Valley AHEC
- Donna Creamer, Pure Water Wilderness
- TJ Harrington, American Cancer Society

**Background:**

Tobacco Free Partnership meetings are held quarterly in Dixie County and include members from government, businesses, schools and youth organizations.

**Agenda:**

Ms. DeCubellis initiated the meeting and Dr. Grinenko welcomed attendees. Dr. Grinenko gave a brief review of the past partnership meetings and discussed member's goals for future meeting topics. Attendees introduced themselves and explained why they were interested in joining the Tobacco Free Partnership.

Ms. DeCubellis presented the SmokeScreeners program (see attached), focused on tobacco images in films, and how the images are perceived by youth. Ms DeCubellis gave evidence that tobacco companies have paid for brand product placement in the past and that smoking scenes in the movies have increased in PG-13 and lower rated films in the past decade. Members also learned that SWAT members in Dixie County are participating in the program throughout the

month of March as a Kick Butts Day activity. Following the presentation, members discussed the perceived messages presented in movies regarding tobacco use and how this influences youth to smoke.

***Summary:***

As a result of this meeting community leaders and business owners partnered with youth in the community involved in the SmokeScreeners program.