

Florida Tobacco Strategic Plan



Priority Areas

The Florida Tobacco Strategic Plan adopts six primary areas for the state of Florida tobacco control efforts and supported by the CDC to guide comprehensive tobacco control programs. Within each priority area are goals, objectives, and strategies developed using evidence-based policies and systems.

1 Youth and Young Adult Tobacco Initiation

2 Secondhand Smoke and Electronic Vapor Product Aerosol

3 Nicotine and Tobacco Cessation

4 Tobacco-Related Disparities

5 Tobacco Control Infrastructure

6 Research and Surveillance

#1 Youth and Young Adult Tobacco Initiation

This priority area focuses on preventing the initiation of tobacco use among Florida’s youth and young adults and ultimately decreasing the prevalence of combustible tobacco and electronic vapor product use. Over the course of the Plan, partners will collaborate with youth, young adults, higher education institutions, and K-12 schools to conduct evidence-based prevention activities within their communities.

GOAL: Prevent tobacco and nicotine use among Florida’s youth and young adults

Objectives	Strategies
1.1: By November 2027, decrease the prevalence of combustible tobacco use among youth ages 11-17 from 2.1% to 1.7%. ⁴	<ol style="list-style-type: none"> 1. Conduct comprehensive media campaigns tailored to youth. 2. Increase support for evidence-based, best practices for preventing tobacco and nicotine use among youth. 3. Recruit and engage diverse youth in tobacco prevention and control efforts. 4. Collaborate with schools to establish comprehensive tobacco free school policies at K-12 schools.
1.2: By November 2027, decrease the prevalence of electronic vapor product use among youth ages 11-17 from 10.6% to 8.5%. ⁴	
1.3: By November 2027, increase the percentage of youth ages 11-17 who are committed to never using electronic vapor products from 69.4% to 83.3%. ⁴	
1.4: By November 2027, decrease the prevalence of combustible tobacco use among young adults ages 18-24 from 25.8% to 24.5%. ⁵	<ol style="list-style-type: none"> 1. Conduct comprehensive media campaigns tailored to young adults. 2. Increase support for evidence-based, best practices for preventing tobacco and nicotine use among young adults. 3. Recruit and engage diverse young adults in tobacco prevention and control efforts. 4. Collaborate with schools to establish comprehensive tobacco free higher education institution policies.
1.5: By November 2027, decrease the prevalence of electronic vapor product use among young adults ages 18-24 from 22.3% to 19%.	

#2 Secondhand Smoke and Electronic Vapor Product Aerosol

This priority area focuses on eliminating exposure to secondhand smoke and EVP aerosol. Over the course of this Plan, partners will collaborate with housing entities, employers, and local jurisdictions to decrease the rates of adults and youth reporting such exposure through the development and dissemination of educational materials and implementation of tobacco free policies.

GOAL: Eliminate Floridians’ exposure to secondhand smoke and electronic vapor product aerosol

Objectives	Strategies
2.1: By November 2027, decrease the percentage of adults reporting exposure* to secondhand smoke from 5.6% to 5.3%. ⁵	<ol style="list-style-type: none"> 1. Conduct comprehensive media campaigns to educate the public about secondhand smoke and electronic vapor product aerosol. 2. Increase support for evidence-based, best practices for reducing exposure to secondhand smoke and electronic vapor product aerosol across all populations. 3. Collaborate with housing entities to establish policies for multi-unit housing facilities, including federally assisted and market rate, multi-family properties. 4. Collaborate with employers to establish policies for comprehensive tobacco free worksites including casinos, bars, and membership organizations. 5. Collaborate with local jurisdictions to establish policies for outdoor tobacco free public spaces including public beaches and parks.
2.2: By November 2027, decrease the percentage of adults reporting exposure* to electronic vapor product aerosol from 6.6% to 6.3%. ⁵	
2.3: By November 2027, decrease the percentage of youth ages 11-17 reporting exposure** to secondhand smoke or electronic vapor product aerosol from 57.5% to 54.6%. ⁴	

*Exposure is defined as during the past 7 days, did anyone smoke cigarettes, cigars, or pipes anywhere inside your home and during the past 7 days, did anyone vape anywhere inside your home.

**Exposure is defined as during the past 30 days, when you were in the following locations (At home; At school; At work; In another public place like a mall; At someone else’s home; In your parent’s vehicle; In someone else’s vehicle; At some other place;) did someone smoke or vape around you.

#3 Nicotine and Tobacco Cessation

This priority area focuses on increasing quit attempts among smokers. Over the course of the Plan, partners will collaborate with health care systems and social service providers to reduce barriers to the availability and accessibility of cessation services, expand access to cessation treatments, advance health systems changes, and promote awareness of cessation services.

GOAL: Promote quitting among Floridians

Objectives	Strategies
3.1: By November 2027, increase quit attempts among smokers using evidence-based cessation treatments from 40% to 42%. ⁵	<ol style="list-style-type: none">1. Conduct comprehensive media campaigns to promote quitting and generate awareness of evidence-based cessation services.2. Reduce barriers to the availability and accessibility of evidence-based cessation services.3. Expand access to evidence-based cessation treatments in community settings.4. Advance health care systems changes through the adoption of institutional policies that increase tobacco use screenings and the delivery of cessation services.
3.2: By November 2027, increase the quit attempts among smokers from 52.5% to 55.1%. ⁵	

#4 Tobacco-Related Disparities

This priority area focuses on identifying and eliminating tobacco related inequities and disparities to decrease the prevalence of combustible tobacco and electronic vapor product use among subpopulations. Over the course of the Plan, partners will collaborate with communities and local leaders to build support for tobacco prevention and control strategies through the development of media campaigns and educational materials, capacity building, and the implementation of tobacco free policies.

GOAL: Identify and eliminate tobacco-related inequities and disparities

Objectives	Strategies
4.1: By November 2027, decrease the prevalence of combustible tobacco product use among Florida’s Priority Populations as noted in Table 2 below. ⁵	<ol style="list-style-type: none"> 1. Systematically review activities within the strategic plan to determine their impact on sub-populations. 2. Conduct comprehensive media campaigns tailored for populations experiencing health inequities. 3. Increase support for the use of evidence-based, best practices for reducing tobacco and nicotine use across all populations. 4. Invest in community capacity building for advancing health equity and reducing tobacco related-disparities.
4.2: By November 2027, decrease the prevalence of electronic vapor product use among Florida’s Priority Populations as noted in Table 3 below. ⁵	

Table 2:
Objective 4.1 Baseline and Targets by Priority Population

Priority Populations	Baseline	2027 Target
Black	16.3%	15.5%
Hispanic	14.9%	14.2%
LGBTQ	30.2%	28.7%
Poor Mental Health*	27.6%	26.2%
Low Income <30k	25%	23.8%

Table 3:
Objective 4.2 Baseline and Targets by Priority Population

Priority Populations	Baseline	2027 Target
LGBTQ	23%	21.8%
Poor Mental Health*	14.2%	13.5%
Low Income <30k	9%	8.5%
Younger Adults <34	17.3%	16.5%

*14+ days (out of the past 30) of "not good" mental health (stress, depression, problems with emotions, etc.)

#5 Tobacco Control Infrastructure

This priority area focuses on establishing a statewide tobacco control leadership framework that will be used to identify, implement, and coordinate tobacco prevention and control activities that drive equitable policy change. Over the course of the Plan, partners will collaborate with tobacco control advocates to create a statewide tobacco control coalition consisting of national, state, and local tobacco control advocates.

GOAL: Establish and enhance statewide tobacco control leadership to identify, implement, and coordinate tobacco prevention and control activities that drive equitable policy change

Objectives	Strategies
5.1 By November 2023, develop membership for a statewide tobacco control coalition consisting of national, state, and local tobacco control advocates.	1. Build a diverse, equitable, and inclusive coalition membership.
5.2: By November 2024, establish the infrastructure for the statewide tobacco control coalition.	1. Develop a coalition structure that supports shared leadership and decision making.
5.3 By November 2025, implement activities to support the statewide tobacco control coalition’s goals and objectives.	1. Systematically review activities within the strategic plan to identify opportunities for increased coordination between state and local tobacco control advocates. 2. Invest in coalition capacity building.

#6 Research and Surveillance

This priority area focuses on identifying emerging tobacco products and industry tactics through new and existing surveillance and monitoring systems. Additionally, this includes identifying evidence-based and promising practices for tobacco prevention and control through research partnerships. Over the course of the Plan, partners will develop new research partnerships with state, local, and academic communities to share research and to promote innovations in tobacco surveillance, programs, treatments, and policies.

GOAL: Increase research and monitoring of emerging tobacco products and industry tactics in order to initiate the adoption of equitable tobacco control policies

Objectives	Strategies
<p>6.1 By November 2023, develop 1 consortium of emerging and established academic-based tobacco control research programs to promote innovations in tobacco education programs, treatments, and policies.</p>	<ol style="list-style-type: none"> 1. Develop a working group to guide partners through the initial stages of the consortium’s development. 2. Invest in strengthening practice-based research competency among partners.
<p>6.2: By November 2027, monitor retail markets and media channels quarterly to identify new and emerging tobacco and nicotine products, and industry marketing strategies targeting priority populations.</p>	<ol style="list-style-type: none"> 1. Build research partnerships with Florida’s public and private universities, and research institutions. 2. Monitor and evaluate tobacco use among Floridians through existing population-based surveillance systems (e.g., FYTS, BRFSS, FLATS). 3. Monitor and evaluate emerging tobacco products in the United States and Florida.
<p>6.3 By November 2027, communicate surveillance and research findings by priority population at least annually to state and community partners to promote tobacco-related health equity.</p>	<ol style="list-style-type: none"> 1. Develop and promote opportunities for Florida’s tobacco control research, surveillance, and evaluation partners including students to share data, research priorities, and findings. 2. Educate partners, policy makers, and the public on evidence-based, and promising practices for preventing and treating tobacco and nicotine use.